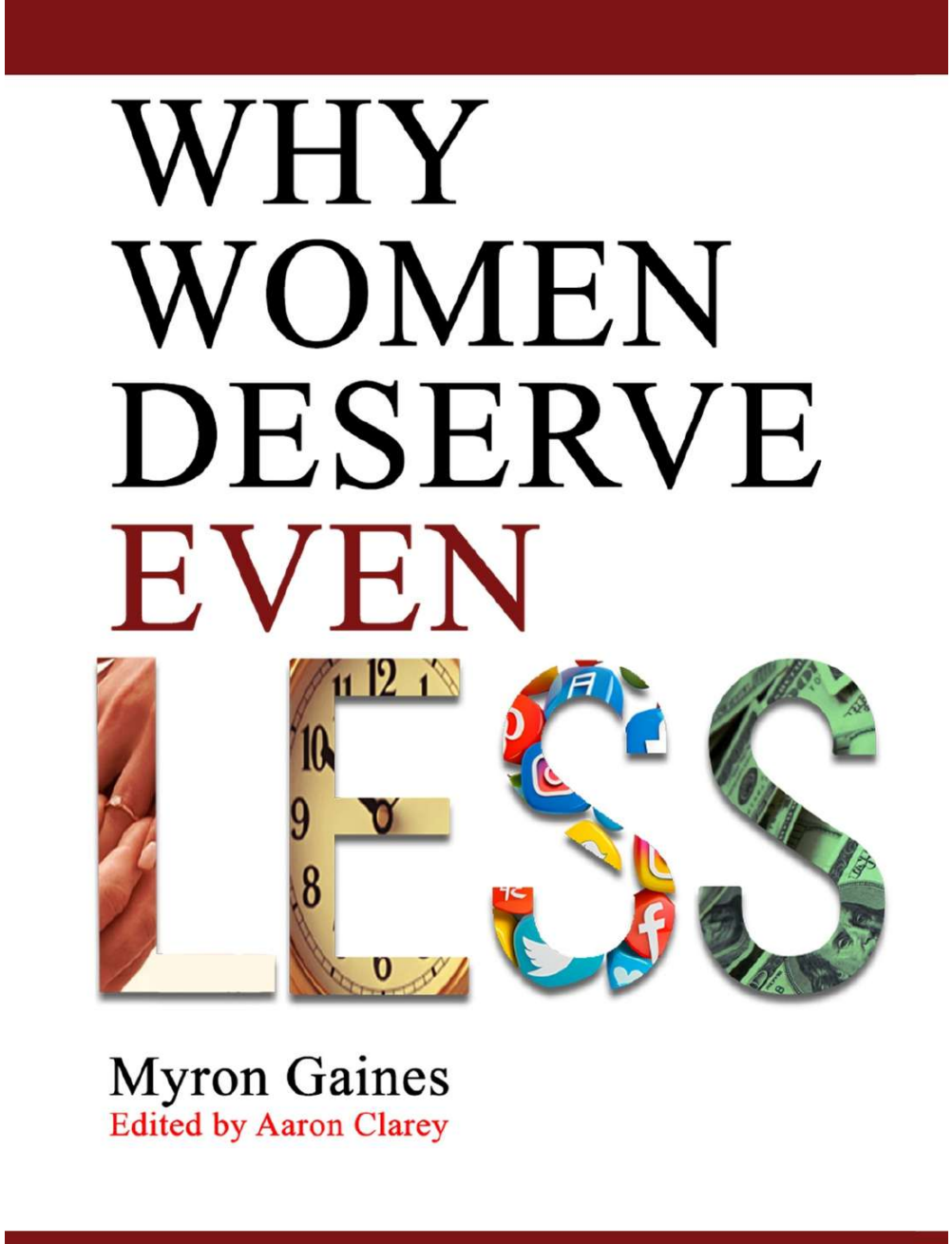
WHY WOMEN DESERVE EVEN LESS



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DEDICATION

To my parents and my brother.

Email any serious typos and mistakes to Aaron Clarey at www.assholeconsulting.com.

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CHAPTER 1 – THE ARMS RACE

Nobody thinks much about WWI because it was so long ago. And what people do think about it, usually involves something about somebody getting assassinated, all the European countries going to war with one another, everybody ending up in trenches, and maybe the Red Baron was flying around.

But what most people don't realize about WWI is just how much military warfare advanced technologically in a short four year period of time. We went from bolt action rifles to machine guns. Horses to tanks. Submarine warfare became a thing. And planes went from mere observational toys to dedicated dog fighters and bombers. Compared to modern day technology, these advances seem archaic and primitive, and they are. But at the time, these technological advances were occurring at such a blistering speed, it was shocking to the generals and soldiers who unfortunately had to fight this war.

The same can be said of the Sex War between men and women today.

It was a short three years ago "Why Women Deserve Less" was published. And while it was intended to be a precise, consolidated, yet practical compilation of all the wisdom myself and scores of other mainstream Red Pill influencers came to understand and appreciate, it's surprisingly already out of date. Because while the fundamental Red Pill truths remain the same (and always will), the battlefield between men and women in our own modern day "Sex War" has evolved so quickly an update to the barely 3-year-old original is already required. And just as soldiers in WWI had to adjust and adapt to rapid technological developments on the battlefield...or die...so too must the men of today adapt to the changes of the rapidly-evolving Sex War.

Like WWI, a majority of changes in today's dating market are technological. Some of these changes are also due to the sociological fallout of those technological changes. There has also been a rapid change and evolution in social media and the role it plays in the Sex War. And what is equally important (and ultimately telling) has been women's behaviors and reactions to these technological and social advances. And just like a military commander getting reports from his intelligence agencies in the field necessitates he changes his tactics and strategies, men need to be equally informed as to how the battlefield has changed, and change their tactics as well.

"Why Women Deserve Even Less" is this "intelligence report." It is an explanation and review of the changes going on in the dating market that your average man must know about that have happened these short few years. It requires you read the original book "Why Women Deserve Less" to bring you up to speed so you can digest this one. And future successive reports will be made as changes

in the dating market warrant it (so you can expect updates every 2-3 years). But just as the days of horse-drawn artillery are long gone, so too are the days of simply hitting the gym, putting on a nice shirt, and asking that cute girl online out for a date.

You are fighting in 2026.

CHAPTER 2 – THE END OF DATING APPS

"You can't have a dating app without dates."

Arguably, the single largest change in the dating market these past few years has been the "beginning of the end" of dating apps. What was once the primary way to meet people a decade ago, and was the single largest "force" in the modern-day dating market, dating apps have now fallen out of favor, if not outright failed the current generation of young people.

WHY DATING APPS WERE HORRIBLE

It is no secret (to men anyway) that dating apps were horrible. Perhaps in 2012 they had their halcyon days where men and women actually got together and went on dates (perhaps even had sex). But as time and technology moved on, dating apps devolved into something so warped and bastardized, it had two distinct effects that brought about their own ending.

The first is it warped and perverted women's dating expectations and behaviors. Giving women what seemed to be an unlimited choice of men, led women to having the delusional expectations of men they have today. It wasn't so much that dating apps changed what women wanted, but it falsely promised it could deliver on what women always wanted – that 6'2" wealthy "Disney Prince," who voted democrat, rocked her world in bed, but also respected her joke girlboss profession. And with that perfect man (or better yet, ***an even better man***) just one swipe away, the hypergamic nature of women took over, ensuring they would ***forever be looking*** for a better man, yet never choosing or settling for one, effectively taking all these women off the dating market...while ironically being on a dating app.

The second thing it did was expose women's general disinterest in men. Not the dating apps themselves, but the data these dating apps published. If you've noticed over the years women (and society in general) HATE the data coming from dating apps because it exposes women's true (and lackluster) interest in men. It also exposes their dating strategies, as well as their strategies to extract resources out of men they're not interested in be that attention, money, time, affirmative action, deference, auto repairs, free labor, homework, rent, or any other form of preferential treatment. But in terms of what it did to dating apps is it drove men off of these platforms. Because once men started seeing how few women actually went on dates, they abandoned the apps because...well...you can't have a dating app without dates. And it is here we are all familiar with the abysmally dire statistics men face on dating apps:

There is the classic OK Cupid study where it was proven women find 80% of men unattractive.

Dating apps remain a sausage fest with 76% of Tinder users being men and 24% being women.

Across all dating platforms, women's disinterest in men is proven at every stage in the online dating process from swiping right, to matching, to chatting, to inevitably meeting. Men swipe right on 46% of profiles, women only 14%. Women match with 10% of men, while men only match with .6% (not 6%.. POINT 6 PERCENT) of women. Of all the matches women get, they only respond to 1 in 8 as they're flooded with messages in their inbox. And depending on the platform you're on, men can expect less than 1 in 10 of the women they're chatting with to go on an actual date.

In the end, men are literally swiping right 10's of thousands of times over years of being online, only to get a single-digit number of dates, resulting in those thunderstorm "Tinder Analytics" reports you can find by doing an image search online.

Finally, it is no secret many women use dating apps as a form of validation or entertainment. What percent this is varies based on the source. On the low end Pew estimates it at 22%, while on the high end an MTV poll puts it at 61%. But the real number is effectively much higher when you realize the vast, vast majority of women never go on dates with the men they match with online, rendering the entire process one of attention-seeking and validation.

All of these statistics are now publicly known. Every man alive today is not some dopey Boomer in 1978 who is naive to the true nature of women. And these statistics have confirmed that what men were experiencing in the real world was not "bad luck" or they "just had a shitty hair cut." No, it proved women did not like men anywhere near as much as men liked women, and that dating apps were no longer for getting dates, but had evolved into apps where you go to merely worship women.

HOW DATING APPS GOT EVEN WORSE

Dating apps were indeed cancer. But if you could believe it, they were about to get a whole lot worse. Because they were about to contract a case of herpes with a side of gonorrhea on top of it.

The herpes infection would come in the form of women's continued hypergamy. Ground breaking as the OK Cupid study was showing women found only 20% of men attractive, subsequent online dating data showed something much worse. Women were continuing to get even more picky over time.

Rollo's Tomassi's latest book "Reignite" discusses this migration. While a short 5 years ago it was common knowledge women only found 20% of men attractive, online dating data was starting to show women didn't find the top 20% of men attractive. They only found them "not ugly." The percent of that 20% that they actually found attractive was a lot lower.

This is explained by Rollo's "80/20/4.5 Rule" which is based on research conducted by Dr. Steve Stewart-Williams where (again, based on online dating data) 60% of men liked women's dating profiles, while women only liked 4.5% of men's dating profiles. This is corroborated by an excellent article titled, "*Tinder Experiments – Answering Questions and Criticisms Part II" which cites the book "Dataclysm"* by Christian Rudder, showing women don't really send men messages until those men are in the top 7% of all men, which is the point at which women's messaging of men skyrockets.

Whether it's the top 4.5% of men or the top 7% of men, it certainly isn't the top 20% of men. The advice of "Bro, you just have to not be fat and that puts you in the top 30%" is outdated. You need to be in the top 5% of men, the best man in a room of 20 men, to reach the "critical mass" necessary for women to be naturally attracted to you, at which point online dating is even worth your time. For the remaining 95% of men, online dating is a waste.

The gonorrhea infection came from the enshitification of dating apps themselves.

Like many products corporations enshitify today, dating apps shouldn't be that complicated or hard. It should be profiles of all the people looking for dates and everybody swipes and matches as they feel fit. But online dating companies face two complications that make such a simple concept impossible.

First, most online dating companies are publicly traded firms, meaning they can't just make a good product at a fair price. They have to CONSTANTLY make more and more profit as the majority of their corporate executives' income is determined by stock-based performance. Meaning, the stock price has to go up FOREVER for them to collect the majority of their income. So instead of a simple dating platform, they need to squeeze more and more profit out of the dating app even if there is no profit left to squeeze. This leads to paywalls, subscription services, "premium memberships," algorithms, and other general corporate fuckery that makes dating apps even worse than what they already are.

Second, online dating companies have to deal with the fact the vast, vast majority of their female users simply do not want to date. And not only do they not want to date, but men now know this too. And since men make up the majority of the paid user base, dating app's main customers are leaving. Dating app com-

panies now have to somehow keep men coming back to a dating platform that offers no dates. Which once again leads to...more corporate fuckery.

What form does this corporate fuckery take? All of them. Every single form. Every possible enshitification tactic you can think of, online dating companies have used it.

There are cute pricing tiers like "Bronze, Silver, Gold, and Onyx" where you are misled to think paying for a higher tier will get you access to more women.

There are "specials" where if you "buy now" your profile will be promoted to all the women in your area for the next 30 minutes! (They pinky-swear!).

Counter to that, they will throttle your profile, drying up any matches you get...unless you fork over more money.

Like YouTube, dating app companies are ALWAYS fucking with their algorithm to achieve some underhanded goal or another. Showing new or "trial members" the profiles of hot women so you think you have a shot...only to pull them away once you commit...or forget to cancel your subscription. Up-voting profiles that get a lot of likes and only showing them to other people who are equally popular, ensuring you never see any attractive women...that is of course unless you pay $39.95 for "Profile Boost!" It has long been known that dating apps have fake profiles to lure people into paying for the service. And dating apps are slow to remove the blatantly bogus profiles of women who use the app to feed their OnlyFans account, because those are paying members too.

Dating apps spy on you, collecting data in part to tailor the profiles they show you, but also to sell your data to data brokers. Worse, they use your profile for dynamic pricing, charging more to wealthy, overweight, desperate middle aged men, than they would a 31 year old body builder who is part of that coveted 5% of men.

Dating apps employ gambling psychology much like casinos do with their slot machines, doing their best to get you addicted to that "hit." Worse, that "hit" is not a date or getting laid. It's just getting a simple match, like, or chat!

And then there's pay-to-win. Though implied in some of the tactics listed above, different dating apps have actual "in app currencies" you can buy to impress people by purchasing "super-likes" or sending them a bouquet of digital flowers or some other such horseshit feature that never got a single man in the history of dating apps laid.

But perhaps the most infamous example of online dating companies' desperation to "make number go up" was when Bumble – which prided itself on its feature that only empowered women could initiate contact on the app –

rescinded this keystone feature because, frankly, women were too cowardly or disinterested to initiate conversations with men. To anyone who was paying attention, it truly was the instance they pulled the curtain back and exposed how useless dating apps had become.

At the end of the day, dating apps had become so bad that not only did they fail to deliver the simple product of a date, but they made the process a painful and costly experience. Such a painful and costly experience, it even overrode the male sex drive, driving away men (and women) in droves. Dating apps may have worked way back in the Obama administration days. But today everybody knows it's a scam...except the dating app companies themselves.

PEOPLE'S ABANDONMENT OF DATING APPS

Given the online dating industry doesn't provide dates, it should shock no one that people who are interested in dating are moving elsewhere. This doesn't mean the online dating industry is collapsing at this moment in time, but it has stagnated. It is the beginning of the end. And the data proves it.

Tinder membership peaked in 2022 at 10.9 million clients, dropping 10% to 9.8 million members today. Bumble peaked in 2024 with 4.25 million users, down 16% to 3.57 million on their 3Q 2025 quarterly report. I'd look up the others, but I don't have to. An ice cream stand that doesn't sell ice cream will go out of business.

The amount of time people spend on dating apps has also collapsed. 2018 data showed people were spending about 85 minutes a day on dating apps. Today that has collapsed to 51 minutes (though admittedly, these statistics come from two different sources). Also showing is the trend of younger people abandoning dating apps as Gen Z spends 49.6 minutes on dating apps per day compared to the 55.7 minutes their Millennial counterparts do. Men are also spending less time than women, 49.3 vs 52.3.

Further, echoing younger people's distaste for online dating is Gen Z's very cool, overall reception to it. According to a 2023 survey Millennials (who are now in their 40s and should at least have a divorce or two under their belts) accounted for 61% of dating app users while Gen Z (the young people who are supposed to be out there dating and falling in love) account for only 26% of dating app users. And this data is 3 years old. It's likely even worse.

Other data shows Gen Z are using some dating apps at higher rates (notably, Tinder, Bumble and Hinge), but abandoning other apps (Plenty of Fish, e Harmony, OK Cupid) where older generations account for the majority of users. This is likely due to simple youth where at least SOME people want to get laid, as op-

posed to married. And Bumble obviously skews towards younger, Gen Z women. Though as Gen Z ages, it is likely these participation rates will level off.

Finally, cementing Gen Z's luke-warm interest in online dating is they have the least amount of patience for it. Citing the highest "dating app fatigue" or "burnout" of all generations at 78%, Gen Z - despite being the youngest generation - just doesn't have the energy for it. This is not a sign of weakness or the inability to handle rejection, but intelligence as Gen Z seems to be the only generation to have the gall to point out how stupid and just what a waste of time online dating is.

We can talk all day about the underlying trends and demographics of the online dating industry, but all of this analysis can be summed up in two simple numbers – the stock prices of both Match Group and Bumble – which account for 90% of the online dating sites and industry. If online dating worked, these companies would be making a fortune. And consequently, their stock prices would be going through the roof. Instead, their stock prices have absolutely tanked.

Match Group was at one time trading at a high of $169 and today trades at $32.54. An 80% drop. And Bumble, the most girlbossy of girlboss dating apps that ever girlbossed, had a peak price of $75.46, which is now down 95% to its current price of $3.45 (and no PE ratio because it has no profits either!). Whatever hope society and the economy had for these dating apps to deliver dates is long gone and eroded away. Investors have realized this, and so have any prospective future dating app clientele.

This does not mean dating apps will go away in their entirety, nor does it mean dating apps won't continue to play at least some role in men's dating lives in the future. Much like sports bars for Boomers and nightclubs for Gen X'ers hung around looooong after they were useful, so too will dating apps, on account they're already here. To quote Donald Rumsfeld, "*You go to war with the army you got*," and they're the venues and dating infrastructure that exists and are available for men to use in the here and now. But just like "sports bars" and "night clubs" are aging out fast, so too will dating apps. And it's up to men to acknowledge this and change their dating strategy accordingly.

The question is where are women going, if not the dating apps?

CHAPTER 3 – SUGAR SITES

To be clear women will never fully quit dating apps. The free attention and validation they get is just too addictive. But as dating apps fail to deliver the impossible Disney Prince husband they want, they will go elsewhere in search for him. This may be a different dating app. This may be traveling overseas. It could be Meetup groups. Some may even go to church. For most it will be a combination of "all of the above." But the two main and most noteworthy destinations women are migrating to are:

- sugar sites and
- a further retreat into social media

And sugar sites are the destination we will be discussing in Chapter 3.

Sugar sites have been around in one form or another ever since Seeking Arrangement started operations in 2006. They exploded in number and increased in popularity during the 20-teens as an increasing percentage of college-going girls used "sugaring" as a means to afford tuition and subsidize their expenses. It has since melded into the background, becoming an accepted-though-saucy fact of life that most men today don't give a second thought to. But just as a perfect summer day is the prelude to an evening of damaging thunderstorms and tornadoes, the conditions for the "perfect storm" have formed for sugaring to become a very real and powerful reality men will face in the dating arms race going forward.

There are three ingredients that have brought about this "sugaring" storm. Political, cultural, and economic. And it's strongly recommended you get familiar with them if you wish to be dating in the future.

POLITICAL

There is really only one political "force" or "ingredient" when it comes to the formation of this "Sugar-Baby Thunderstorm." And it's what democrats and feminists have been fighting for since the 1960s - the elimination of husbands from women's lives. The destruction of the nuclear family.

To what degree these political forces want men removed from women's lives varies, depending on what role an individual woman wants a man to play in her life. Generally, the default setting is "*I don't need no man*" where most young women are of the baseline opinion men are not needed in their lives, period. However, if a woman does want a man in her life, it is in a role that is only permitted by the democrat party and feminist theology, namely he is a "partner" or a "co-equal business colleague." They may be married, but the man is absolutely NOT a breadwinner, provider, or anything else that would otherwise threaten

her "strength and independence." Men may also take on the role of an accessory like a tea cup dog or some kind of trophy, used as a means for bragging rights or a status symbol. He is a luxury item like a handbag to prove to other women how great you are and how "you got yours." But under no circumstances should you rely on him or love him. He is a thing there to serve you and your ego.

How women get to this point is irrelevant. The brainwashing starts in school by leftist-feminist teachers. It's reinforced in college. And further reinforced till death by media, democrat policies, other women, social media, and girlboss corporate advertising. The point is by the time women are of marrying age, they are of the opinion they don't need a man, perhaps don't even want a man, and sadly, may even hate men. And since men are not needed, and all woman are "strong and independent," marrying one for financial support is so shameful it ABSOLUTELY CANNOT be tolerated.

To put an even finer point on it - the option to marry a man for financial support is mentally and philosophically off the table permanently for most women today.

CULTURAL

In combination with political forces, culturally women have been equally propagandized of two things. The first is to abandon traditionalism, and the second is that they are responsible for nothing. Not that women can go and murder a school bus of children and get off scot-free. But if a woman makes a mistake that fucks up her life, society has this sickness where it bends over backwards to assure women it couldn't possibly be their fault, and likely toss them some taxpayer money along the way.

Did you major in some laughably stupid liberal arts degree?
It's not your fault. It's "Trump's fault." And you deserve a student loan bailout.

Did you get fat and your husband stepped out on you?
It's not your fault you became fat and unfuckable. No, it's a "fat-phobic society" and he should "love you for you."

Did you have 5 kids with 4 fathers and now can't make rent?
It's not your fault you're poor and bitching about not being able to buy Doritos with your SNAP benefits. It has to be all those baby daddies' faults.

And is the black man going overseas or dating white women?
No, it's not your fault you're a loud, fat black woman that people can hear 10 blocks away. He just "can't handle you."

There are many instances where society never holds women accountable for their decisions. But as it pertains to this discussion, society's indifference towards women being prostitutes or sex workers is equally permissive. Nobody really cares if women engage in sugaring.

Perhaps this is more of a function of Americans becoming more libertarian in their beliefs. Nobody really cares if gay people have relationships or if people smoke pot, so what do most people care if women engage in sex work? Perhaps people are cynically acknowledging marriage has always been legalized prostitution, it's just based on a long term purchase contract versus a short term rental agreement we've traditionally associated with "real" prostitution. The point is, just like we bend over backwards to assuage women it's not their fault their car got repossessed, society lacks the cultural wherewithal (or even concern) to shame women for engaging in prostitution like we once did.

And then there's "empowerment."

Permissive is one thing. So is libertarian indifference. But encouraging and celebrating what women do, no matter how mundane it is, is "empowering!"

Ooooh, you paid your rent! You're empowered!

You pumped your gas?? You're empowered!

You got a Doctorate in Social Work, but sell pictures of your butthole online to make interest-only payments on your student loans? You go girl! You're empowered!

Culturally, women have been conditioned to believe anything they do is "amazing" and "empowering" usually by people who are screwing them over for some ulterior motive. Corporations want to sell women $85,000 hand bags and use them for cheap labor. Democrats want women to vote for them at the expense of a loving nuclear family. Colleges want to screw women out of their tuition money. And men just want to fuck them. *"Yeah, you're brave and amazing, now give me your money/labor/vote/tuition dollars/a blow job."* This provides an environment where nobody is checking women, correcting them, or telling them the truth, even if it's for their own best interests.

But further reinforcing this delusion is women's ownership of their own lives. Yes, like anyone else, women have complete and total ownership of their own lives. And yes, therefore they have 100% complete and total right to make the choices they want. But they confuse the "right to make a choice" as the "right choice to make," meaning in their minds ALL of their choices are infallible...no matter how bad and destructive those decisions might actually be. This has not only led women to think it's OK to be a sex worker, but that it's also...you guessed it..."empowering."

If you go online, "sugaring" isn't some discreet, shameful thing women do anonymously and behind closed doors. It's a celebrated lifestyle where women proudly boast about being a sugar baby. From roughly 2019 to 2022 there was a big sex workers rights movement that, among other things, aimed to de-stigmatize sex work. This is also the same time Only Fans exploded going from $238 million in revenue in 2019 to $7.9 billion a mere 4 years later. TikTok has an entire "Sugar Baby Lifestyle" section where sugaring is celebrated and glamorized online by "professional" sugar babies where they flex their fancy cars, expensive trips, jewelry and other such trophies. There's even a "sugar baby school" where women exchange pointers and tips for aspiring sugar babies looking to get into the industry.

But if you really want to see just how celebrated and glamorized sugaring has become, read the sugar baby sites themselves. It is literally some of the best propaganda writing in the history of the world as they manage to convince women they're not sex workers, but glorious, ambitious, industrious, girlboss goddesses that are brave, amazing, and...you guessed it...empowered!

"Redefining chivalry."

"Luxury dating where honest relationships can grow."

"Connect with sophisticated individuals who match your ambition and elevate your journey to the exciting, fulfilling life you deserve."

"You know your worth and are unwilling to compromise your vision. Confidence, ambition, and drive are qualities that resonate with you, and you seek someone who can match your intensity. You have a beautiful vision for your life and you understand the value of finding the right partner to accompany you on that journey. Are you ready to date like you mean it and step into the life you deserve."

"Your journey to first class dates."

"Elevate your lifestyle by only dating men who are worthy of the woman you want to become."

To quote Bill Burr, ***"We're talking about whores, people!"***

All this cultural programming hasn't blurred the lines between dating and sex work. Nor has it made the difference between online dating and digital porn/prostitution an ambiguous gray area. It's completely and totally destroyed any stigmatism or criticism associated with engaging in sex work, and replaced it instead with giant big green lights giving women all the go ahead they need. There is literally no shame, guilt, or cultural mores stopping women from becoming sugar babies, sex workers, digital porn stars, or prostitutes. They are literally encouraged, applauded, and celebrated to engage in these things because...remember...*it's empowering.*

ECONOMIC

The final and underlying force bringing about the Sugar Baby Storm is economics. And economics is the most compelling and powerful of the three. The reason why is the current generation of young women are facing a NIGHTMARE of CRIPPLING economic conditions that are so bad, the vast majority of them will start their adult lives in poverty and likely stay there forever.

First, there is the single largest financial mistake young women make – going into debt for absolute piss-shit stupid degrees. Going to college is fine if you're majoring in Electrical Engineering. Going to college is fine if you go online or to a cheap community college. But women do neither, choosing instead to go to expensive flagship campuses, party for 4 years, major in "Journalism" or "Social Work," and then let their $50,000 student loan balance accrue interest exponentially. Worse, women often double down on their worthless degrees, pursuing Masters or law degrees, which only increases their debt load from $50,000 to $200,000. These women aren't even 25 yet and they're already saddled with crippling debt that is growing exponentially like cancer.

Second, they're unemployable. The only way they can pay off their student loans is by working a second low-paying job, because they don't have the skills to find a singular high-paying one. But instead of working a second job they often do the opposite and go into further debt so they can travel, live downtown, have a journey, or just "live life." YOLO, you know! Besides, "she earned it!" Unfortunately, this leads to a debt-spiral where they need to borrow money just to afford basics like rent or food as the interest on their debts consume a majority of their disposable income. It also sends them down the unenviable path of becoming a 42 year old student loan protester.

Third, what employment they do find is increasingly unreliable in two important ways. One, joke jobs that skew female like "HR," "marketing," "non-profit work," and general admin are so low-skill they are increasingly being replaced by AI or outsourcing. And two, with Trump's election a whole host of make-work welfare jobs (that also skew female) are on the chopping block as well. DEI "consultants," ESG "advisors," student counselors, non-profit workers, social workers, NPR/PBS writers, and the entirety of "USAID" type of jobs are either gone or getting cut.

Fourth, after a 5 year hiatus, the federal government has mandated student loans be paid back again. And if you don't make payments your wages, tax refunds, and disability checks will be garnished.

Finally, inflation. Not to make it a long, boring lesson in economics, but everybody loves voting for free shit. Especially women. Women LOVE voting for free shit. They love voting for free education. They love voting for free health care. They love voting for free housing. They love free shit so much, they even vote to import people here who aren't Americans so we can give them free shit too.

The problem is, there's no such thing as "free shit." All those stimi checks you got during COVID? That was paid with borrowed and printed off money. All those EBT cards, section 8 housing vouchers, SNAP benefits, disability benefits, Medicare and Medicaid payments you got? Paid for by borrowing and printing money. The problem is borrowing money or printing off money doesn't create more housing, more food, more gas, or more doctors. It just floods the market with more money to chase the same amount of goods that already existed. WORSE, in paying all these people, you essentially paid them not to work. And by "not to work," that means "didn't produce anything that all this extra money could buy." If you took all the COVID stimulus money and instead paid carpenters to build houses, we wouldn't have a housing crisis, we'd have affordable housing. But you didn't. So not only did you flood the market with money, you paid people not to produce things, which has caused the costly inflation we have today.

What's worse than that, is the damage is permanent. Fine, everybody got stimi checks for a year. But once that money circulates in the economy, prices for everything go up *permanently*, making you and everyone else poorer *for the rest of our lives.*

The reason for the economics sermon wasn't to lecture you, but it was to show how much permanent damage women (disproportionately) caused themselves (and us) by essentially voting in lifetime inflation. And since women are already disadvantaged when it comes to wages, earnings, and employment, this makes their situation go from bad to desperate. Wages, especially for women have stagnated. But their student loan balances also grow every year by 6-13%, depending on the interest rate on those loans. But worse than that, their lifetime expenses for very important things like housing, transportation, food, and gas are ALL growing faster than the wages their "HR generalist" career can ever hope to pay. Women were not only financially fucked once they entered college. They get progressively more fucked as time goes on, and largely only have themselves to blame.

Thankfully, god has equipped men and women with their own distinct strengths and abilities to handle harsh economic times.

3 highlighters

Men have skills, talents, trades, manual labor, industriousness, math, nerdiness, innovation, and entrepreneurship. Men can also do without, living in the most minimal of conditions, using a bike to get to work, ramen to fill our bellies, and

3 highlighters

other forms of sheer sacrifice and grit to survive. And men can forge brotherhoods where they room together, help each other out, find each other jobs, and repair each other's cars, until they all get back on their feet.

Women have pussy.

THE STORM

Culturally, we have removed any shame or resistance to women engaging in sex work. Be that outright prostitution, digital porn, sugaring, or whatever, there is no shame in women trading sex for money.

Economically, women continue to make horrible, life-crippling decisions that destroy them financially. Before they're 30 they end up talentless, debt-ridden, and poor, and in a self-imposed inflationary economy where they increasingly cannot afford basic life necessities. This would be horrible for any individual, but women have a commodity that is in high demand by half the population. So much so this commodity is arguably the "currency of the realm" and not the dollar – pussy. In a very simplified and reduced economy, women can provide sex to men, if men in exchange pay for their living expenses.

We had a term for such an arrangement. We called it "marriage." And yes, there was a lot more to it than that. But at its stripped down, economic core, marriage was merely a transactional relationship where women fucked their men, and their men took care of them. This option is technically still on the table, but to quote Terrence Popp,

"BUUUUTTTTTT..."

Politically, women threw that option away.

And not only did they throw that option away, but the past 50 years they've been so openly hostile towards men, men have also removed marriage from the table.

This leaves an increasing percent of women with only one way out of the situation they've created for themselves – sex work. Their only way out of poverty and into a semblance of the "modern-day synthetic girlboss, dream life" they want for themselves is selling pussy. They might gussy it up, calling it some kind of euphemism (again, look at the empowering, flowery language sugar sites use), but at the end of the day it's transactional sex. And this will manifest itself in men's dating lives going forward in an increasing amount and variety of ways.

Anecdotally (and one of the main reasons I was prompted to write this update), was I noticed an increasing amount of the girls we found for the show were not only on dating apps, but sugaring sites as well. It's no secret we source our women guests from dating apps, sugar sites, OnlyFans etc., but there has been a significant increase in the percent of women who were once merely on dating

apps, now switching to sugar sites. And yes, a main reason for that migration is financial.

Logically, the number of sugar sites have exploded since the original one in 2006. How many there are today and what is a bonafide "sugar site" versus a "luxury dating app" is up for debate (by the way, to protect themselves legally from prostitution charges sugar sites have rebranded into "luxury dating apps." They are still the same, as women want the money that comes with "luxury dating" and men want the sex that comes with young women). But there's at least 20 of them. Additionally, to expedite the process and appeal to a younger audience, these sites are going mobile. In 2020, 2 of the top 200 "lifestyle apps" were sugar apps, while today in 2025 there are 7.

Then there's raw numbers. Sugar sites like to boast about their user numbers for marketing purposes. And though this includes both male and female users, it shows sugar sites are growing. Adult Friend finder has gone from 40 million in 2019 to a reported 80 million in 2021 (that is the latest data and likely skewed by COVID). Ashley Madison has gone from 37 million in 2015 to 70 million today. And Seeking (formerly Seeking Arrangement) went from 2 million in 2013 to 25 million in 2024. With users in the tens of millions, it shouldn't shock people that an estimated 8% of Gen Z and Millennials participate in sugaring, 5% of which are men, 3% of which are women. However, that poll was done in 2017, while another poll showed 5.2% of women on a college campus were sugaring in 2020. This indicates an increasing trend, which is likely even higher now.

And then there is the very curious and blatant case of OnlyFans (and OnlyFans type of sites).

Is OnlyFans sex work? Maybe? Is it rank prostitution? Probably not. Could we consider it "sex worker lite?" Sure. But it is selling pussy, digital as it may be. And say what you might about OnlyFans, but the fact their:

- user base went from 13.8 million accounts in 2019 to 400 million in 2025, and
- their revenue went from $238 million to $7.9 BILLION in the same time

proves "digital sex work" is increasingly profitable and common.

How common? That's a curious question. A couple years back internet pundits were estimating 14% of American women ages 18-25 were on Only Fans. That 1 in 7 of the women you knew in this age cohort were digital porn stars. But common as it is for young women today to sign up for Only Fans, it is in fact not that high a percent. Based on research conducted by Aaron Clarey (which you can find here at his video titled "What Percent of American Women are on Only Fans" https://www.youtube.com/watch?v=2FGqFQmpIxI) the percent of 18-34 year old American women who are on Only Fans or Only Fans-type of sites is around 5% (likely higher the better looking they are). Still, this is 1 out of 20 and in line with previous polling where 5.2% of women admitted to consciously engaging in sugaring.

Finally, while the above figures show 5-percent-and-growing women are engaged in some kind of explicit sugaring, the most common instance a man is going to run into a sugar baby is not an app, a site, a girl on Chaturbate or Fansly. It's going to be in his own personal relationships. Because criticize these sugaring women as much as you want. At least they're honest.

What is much more likely to happen is you're going to run into a "normal girl" who has normal everyday problems of women her age. She'll have student loan debt. Credit card debt. A car that doesn't work. And some piss-shit job to go along with her worthless piss-shit degree. However, if you were to ask her if she would set up an account on Chaturbate to help pay for her expenses, she would adamantly refuse, perhaps even be insulted. But that same girl who won't resort to "sex work" or sugaring will have absolutely no problems asking you for help with the rent, help with her car, or help with the bills.

The epitomal example of this is when men pay off their woman's student loans.

You do know you just paid for her to party for 4 years, drink, fuck other guys, while getting indoctrinated to vote 40% of your income away, right? You know you paid her to essentially be a sugar baby in the past with other men, but not you in the present? You know you just deprived her of becoming actually independent, and just reinforced her to think she's a badass-B-girlboss, right? And you know in the end she's still a sugar baby and you're a simp, right?

This is the real threat sugaring presents to the dating lives of men, both today and in the future. It's not that she's on some site, or that her butthole can be viewed by all the men in the world for $2.99. It's that the perfect mix of cultural, political, and economic forces have combined that now and increasingly so into the future, women are going to become such financial liabilities they will have to become sugar babies at ***some*** level. And the economy will get so bad, and women's finances will continue to become so dire, that paying for them is going to be an unavoidable fact of dating them in the future. Many of you reading this right now have already experienced this where a girl has asked for help with rent, paying her bills, or helping with her tuition. And perhaps in times past if she was a devout, loving, kind woman, you would have married her and taken care of some of these things. But these aren't those times. Subsidizing her finances and past mistakes is going to be one of the *first prerequisites upfront* to dating women in the future. It's literally going to become "pay-to-play" way more than it ever was naturally or by tradition before. And that means when it

comes to dating, men will not only have to compete against regular ole dudes on dating apps, but richer OLD dudes on the sugar apps, and the "Sugar Baby Lifestyle" women will be increasingly seeking.

THE SYNTHETIC "GIRLBOSS-SUGAR BABY" LIFESTYLE YOU'LL BE COMPETING AGAINST

In defense of sugar babies and women in general, their thought process and migration to sugaring is entirely rational. Young women have been PURPOSELY and SUCCESSFULLY brainwashed that men should play no traditional husband-type role in their lives. You could argue they consciously chose this, but some sympathy and acknowledgment has to be made that for the past 50 years feminists and leftists have HEAVILY propagandized women to "not need men." Women were equally propagandized (as we all were) to "follow our hearts and the money would follow," putting us all in crippling levels of student debt with no skills to get out. And there's no denying the harsh inflationary economy that directly threatens women's livelihoods (83% of sugar babies cite financial reasons for their sugaring). Literally, what other options do they have?

However, there are some other entirely sensible and rational reasons women choose to sugar outside of finances or desperation.

The main one would be their attempts to traditionally date and ultimately "find a man" have failed. To outside observers we can clearly see the classic "Pump and Dump" where Chad has sex with a woman, but has no intention of committing to her. She is just one in a harem of many. However, women do not see it that way. They think they finally found "their Disney Prince" and because he had sex with her, he was obviously on the cusp of proposing. Only for him to string her along, often times for years, only for it to fall apart...and for her to repeat that process again with another Chad. We laugh at it, but imagine the psychological and emotional toll this takes on women to perpetually be pumped-and-dumped WHILE THEY THINK THEY'RE IN LOVE for years, even decades. Just as men get exhausted with the dating market, so too do women, and consequently they become more practical and shrewd in their dating.

This leads to the second main reason women logically choose sugaring – clearly defined expectations.

One main complaint women have about dating apps is the unclear intentions men have on those apps. Of course, a lot of this confusion is women naively believing men are there for any other reason than sex. It also doesn't help women use dating apps for attention whoring and not dates. And it doesn't help further that men try to be polite by engaging in the "covert contract," naively assuming women know sex will inevitably be part of the contract instead of charmingly saying at the end of the second date, "*OK, now we fuck?*" Such naivety on the

part of both parties leads to a tremendous amount of confusion and time being wasted. Sugaring cuts through this bullshit because the expectations are clear. There is sex. There is payment. There is no love. There is no marriage. There is no commitment. There is no stringing people along. There are simply no expectations and women's mental and emotional health are consequently protected.

Another benefit of sugaring is the same reason OnlyFans is a much better alternative to stripping. It's safer.

Sugar apps have, to their credit, instituted a bunch of safety features to help women safely sugar. Things like mandatory ID, verification tools, privacy tools, "check-in" tools, etc. They also have resources to help women avoid scammers and stalkers. And like any other internet platform, one can get to know the other pretty intricately before meeting in person. This not only makes them feel safer, but gives them a sense of control over whether a relationship will occur or not. Not to mention whether they get emotionally hurt or not.

Another unexpected, but very practical reason women are seeking sugaring is the networking opportunities it provides. In order to be a sugar daddy, you need sugar. And if you have sugar, that means you're rich. And if you're rich, chances are you must have some kind of network wherein you made your fortunes.

Women know this and are no dummies. 8% of women cite "networking" and "mentoring" as a secondary, though clever reason to sugar. Additionally, without love, many women only have their careers to focus on, which is a logical alignment of both parties' interests.

And finally, why shouldn't she get her bag?

If marriage, love, and kids are off the table, what else does the increasing percent of single women have to look forward to? Travel, shopping sprees, shoes, luxury cars, handbags, spa days, mimosas, and a luxury condo. All these things can be provided through sugaring, and 58% of sugar babies cite material items as a reason to sugar.

The key thing men need to realize about this new "Sugaring Lifestyle" is while it may seem sad these women will never be loved, a lot of women are beyond that. They've moved on. They have more pressing matters to deal with (just like you) – they need to survive. Only 13% of sugaring women cited "love" as a reason they sugar. And so you will be competing less and less on character, charm, game, and frame, and more and more on your income. Your ability to play the guitar will not matter as much as it will be to pay her bills. And to be perfectly honest, you are unlikely to find the mother of your future children on a

sugar app as women are not there to fall in love, as much as they are to conduct business.

CHAPTER 4 – WOMEN'S FURTHER RETREAT INTO SOCIAL MEDIA

With women's general failure to find love both in person and online, they are burning out on the dating apps and souring on men in general.

This souring is further reinforced by culture and society where women have been conditioned to be adversarial and belligerent towards men (while ironically at the same trying to have men play some kind of niche, compromised role in women's love lives).

This hostile treatment has not gone unnoticed by men, nor have men forgotten seeing generations of their fathers get divorced, nor have men failed to realize online dating has been an absolute complete clusterfuck waste of time. Consequently, men have been abandoning the pursuit of women, both online and in person, which has dramatically dried up the amount of attention and validation women receive both digitally and in the real world.

Independently, these three things are interesting on their own. But when combined together they have created an interesting scenario as it pertains to women's social lives. Because having a "social life" is still nearly 100% dependent on people pursuing romantic and sexual ones. And while women may not like this fact, look at nearly every form of traditional and modern "socialization" where we all used to have some really good times:

A house party is certainly fun for both sexes, but men primarily show up because they want to get laid.

Salsa dancing or swing dancing is great fun for men and women, but would half the dance partners show up if there wasn't a chance of meeting a girl?

Bars and nightclubs, though fading out, only existed because of the underlying expectation one could feasibly meet a woman there.

Even an increasing number of Meet Up groups have to explicitly ban dating because how dare men ask women out at an event where men and women have a shared hobby!

Consequently, with both men and women removing themselves from the romantic market, our social lives have logically suffered. There are fewer house parties. Fewer ladies nights. Local music venues are dying. And these fun events have been replaced with sterile, boring "social activities" like trivia nights or board games at your local Millennial brew pub, the meetings of which are often women only. Nobody is having fun. Nobody is getting laid.

The point isn't to lament the loss of quality jazz clubs being replaced with book club meetups, but to make the point that not only have women's dating lives suffered, but because men and women are abandoning one another, women's overall social lives have suffered as well. And so with no love life or social life, where are young women supposed to go for socialization, attention, purpose, meaning, validation, and simple existence?

The only place they know. They retreat further online.

Admittedly, this isn't women's only option. At any point people can go outside, engage in social activities, join a club, or live in the real world. But when it comes to "dating-age people," this means younger people. And the current generation of young people have been brought up wholly and totally online.

Taking the "eldest" of this dating-age cohort, a 34 year old today was born in 1992. Meaning by the time they hit puberty at 13 it was 2005, already fully ensconced in an admittedly earlier version of the internet we have today. The youngest of this age cohort is 18, being born in 2008. Their entire lives were not only online, but when they hit puberty in 2021 they had access to porn, OnlyFans, TikTok, Andrew Tate, Instagram, sugar sites, and anything else that would shape their dating lives today.

And keep in mind this age cohort didn't just use the internet for dating or porn. They have used it for everything. Socializing, communicating, schooling, purchasing, media consumption, work, and hobbies. Nearly all of their lives, in nearly every aspect, is either wholly, or at least partially online. And while, again, nobody is holding women hostage to remain indoors, if they need attention, validation, socialization, love, purpose, meaning, and everything else there is that gives life meaning, where are they're gonna go?

They're going to go where the skids are already greased. They're going to go online.

REPLACING REAL LOVE, PURPOSE, MEANING, AND VALUE WITH A SYNTHETIC DIGITAL REPLACEMENT

There are literally thousands of statistics of varying quality, consistency, and accuracy that measures this retreat. The veracity of these statistics varies from legitimate academic studies to girlslop horseshit surveys quoted in chiclit websites. And while we could go over the shortcomings, variations, and flaws of each and every one of them, here are the consolidated key and accurate takeaways:

Fact 1 – Young Women's Social Media Use is Up

- Globally, everyone is consuming more social media than they were before. At the peak of COVID in 2020, the average person was spending 2 hours and 4 minutes on social media each day. That rose to 2 hours and 41 minutes in 2025.
- Younger people spend more time on social media than older people. Gen X averages a sensible 1 hour and 53 minutes a day on social media. Millennials average 2 hours 47 minutes a day. While Gen Z exceeds 3 hours, at 3 hours and 18 minutes each day.
- Across all generations, women consume more social media than men. But younger women, obviously consume the most. Women ages 18-29 spend ***3 hours and 30 minutes*** a day online.

This really needs to be put in perspective.

In the average day you have to work 8 hours, commute and get ready for 2, probably have an hour of running errands or cleaning the toilet bowl, and then you have to sleep for 8. That's 19 hours out of a 24 hour day doing the bare minimum just to stay alive, leaving you 5 hours for pleasure and fun. And the average young woman doesn't spend that free time setting up her 401k account. They don't spend it at the local community college taking an auto repair course. And they certainly don't spend it at the gym.

They spend ***70% OF THEIR FREE TIME ONLINE. 70% OF ALL THAT MATTERS IN THEIR LIVES IS ONLINE.***

If there's two things to take away from this book it's that if you want to date women today, you have to go to where they are. They are online. And the second is that most young people are addicted to social media and you need to get off of it, otherwise you will simply piss away your life like American women do theirs.

Fact 2 – Women are Increasingly Replacing Their Social and Love Lives With Some Kind of Alternative

Women are replacing men and their social lives in a variety of ways. The most obvious way is via social media, but the most common way is "nothing." Abstinence. They simply "do without." There are other things women are doing to create a synthetic, alternative to having a normal love/social life. But the main one is they simply aren't having one. They're simply staying home and scrolling through their phones.

- 34% of women 18-29 report being single (no husband, no boyfriend, no partner), contrasted to women aged 30-49 at only 17%. Much of this can be due to marriage or cohabitation, but it is up drastically compared to other generations. Additionally, though there is no data

on how frequently generations date, Gen Z women report having the lowest number of boyfriends during their teen years. Though not statistically provable, we can safely say Gen Z women go on the least amount of dates out of all women.

- 23% of women ages 18-30 report using "romantic AI chatbots" as a substitute to actual conversation with a real life man. No doubt much of this is simple curiosity of a new technology, not a full blown replacement of men. However, this is an extension of having an "online only" boyfriend where women have no intention of having a real, physical relationship with a man, and instead use technology (be that a dating app or social media) to string some sucker along to get the attention they need to synthesize one. Thankfully, it looks like they may increasingly choose to string along an AI bot and not human beings.
- To the surprise of no one, women are having sex less. The number of female virgins between the ages of 22-34 has gone from 3% in 2012 to 7% in 2023. During that same time, the percent of women age 22-34 who reported not having sex in "the past year" went from 9% to 14%. And "no sex in 3 months" went from 20% in 2016 to 31% in 2023. All these numbers are likely higher today.
- Consequently, porn consumption has grown among young women. Sales of women's "erotica" (read – "smut") more than doubled from 18 million copies in 2020 to 39 million copies in 2023. Traditionally, middle aged women were the primary consumers of smut, but some evidence shows the audience skewing younger, as evidenced by the millennial best seller "Morning Glory Milking Farm." (I strongly recommend you look up that book on Amazon and see what young women are choosing to read instead of going out on a date with "that nice boy in Accounting").
- Though it is niche, women's consumption of *video game porn* is also up. "Video game porn" meaning video games, mobile apps, "visual novels," etc., that are pornographic. Because these are video games they obviously skew towards a younger audience, and Gen Z women are the pluralistic consumers of this porn. And if you would like to see another example of what women are choosing over going on a date with "Johnny from IT" I suggest you look at the video game "Love and Deep Space."
- Logically, with no men in their lives, sex toy sales have gone up. Industry reports show sales growing around 8.5%, which when you back out inflation of 3% and population growth of 1%, you get a real growth rate of 4.5%. 58% of sex toy consumers are women, and their consumption is bimodal with single women in their 20's and divorced women in their 40's as the primary consumers of these products. There isn't a boom in sex toy sales, but once again, women are gradually replacing real dick with synthetic dick.

(Note – While the above statistics for women are pretty bad, the statistics for men are even worse. Men go on even fewer dates, have sex even less, use AI romance bots more, etc. However, remember, this is in reaction to women effectively leaving the market. At any point in time, Becky could choose to date Timmy in Accounting and not read the "Captain Dirty Whore of the Galactic Cumslut Space Pig Farm" novella. It is important to know which is the chicken, which is the egg, which came first, and which is a reaction to the other.)

Fact 3 – Replacing the Real World with a Digital Synthetic One is Hurting Women's Mental Health

Women use social media for a multitude of reasons. And while the results will vary based on the poll, one poll done by Quantcast does a pretty good job of summarizing them all:

Stay Up to Date with Friends and Family – 75%
Fun and Entertainment – 57%
Connect with Other People Like Me – 52%
Get Information – 31%
Stay Up to Date on Specific Topics – 25%
Seek Advice – 20%
Contribute to a Community – 18%
Professional Reasons – 8%

Nothing here seems to be out of the ordinary. Matter of fact, excluding "Professional Reasons," one might think this maps on rather closely to men's reasons for using social media as well. But when you break it down by the type of social media women use, a pattern emerges. Women prefer to use platforms that are visual. Platforms where they can post pics or videos of themselves. And while men use these platforms too, you can see women use them more:

78% of women use Facebook vs 63% men.
55% use Instagram vs 44% men.
42% use TikTok vs only 30% men.
And though Snap Chat is primarily a messaging app, it's primarily used to send nudes, 28% women, 22% men.

You might ask why? Why do women prefer to use picture or video-based platforms as opposed to informational or conversational ones like Twitter or Reddit?

But this is the unspoken fact about social media and is the underlying reason for the mental health issues women have with it. Women use social media primarily as a means to derive attention, validation, and ultimately, their entire self-worth through the pictures they post of themselves online.

I'm going to say that again.

Women use social media primarily as a means to derive attention, validation, and ultimately, their entire self-worth through the pictures they post of themselves online.

5 highlights

And this is where the nightmare begins.

Imagine being the average 23 year old American girl right now. You are 5'3", 170 pounds, you have a worthless degree, a low-paying job, and every opinion or thought you've ever held is one you were told to have. You are, frankly, a truly unremarkable person, indistinguishable from the literally tens-of-millions of other young women just like you. And because you're just like everyone else around you, nobody is really interested in you be it an employer, a friend, or a lover.

So how do you stand out? How do you differentiate yourself from everyone else so that other people will want to reciprocally invest in you?

Well, you have to work.

Work at what?

Well, work at anything.

Dedicate the time in college to become an engineer so an employer will invest in you. Put in the work at the gym so a man will date you. Put in the time in your community so people will befriend you. Improve yourself in some way so that you bring value to others, and they bring value to you in return.

The problem is, nearly every young woman today is thoroughly brainwashed by feminist politics and corporate marketing that not only are they perfect the way they are, but they also deserve everything in the world by the fact they merely exist. And so instead of being brought up with a strong and industrious work ethic, or even the concept they must provide value to others to get value in return, the average 23 year old is not only deathly afraid of work, but confused and angry she is not getting everything she was promised by the propagandists of her past.

And so to derive purpose and value in life, without putting any work into it, she does what the vast majority of Americans do today. She punts. She does everything and anything she can do to derive purpose, meaning, and value in her life...***as long as it doesn't take work.***

She puts on a weave, some platform heels, a tight dress, and does up her nails.
But she will not hit the treadmill.

She'll get a masters degree, a doctorate, a post-doctorate, and a law degree.
But she'll never study math or learn to weld.

She'll go to a protest, beg for money online, and ask her boyfriend for some money.
But she'll never work a second job to pay off her student loans.

And she'll use Photoshop, filters, lighting, and editing software on her pictures.
But she won't set down the Twinkies.

The sad truth is, no matter what the democrats say, the corporations say, Oprah says, or the latest mouthy girlboss whore on TikTok says, people are not going to invest in you, man or woman, unless you actually bring something of value to them in return. You do not have intrinsic value by merely existing. You are not "brave and amazing" by your sheer existence. You are, in all likelihood, an unloved, worthless, unremarkably boring person, whose existence in all honesty won't matter to the human race or anyone in it. And you're going to stay that way because your fear of the work required to become a valuable human being is stronger than the pain you have living this miserable life.

But there's a place that isn't the real world. A place where a ton of snake oil salesmen, politicians, frenemies, opportunists, scammers, feminists, marketers, simps, and Kamala Harris will tell you want you want. A place where you're "brave and amazing," "beautiful and wonderful," "strong and independent," and everyone else is just plain, damn wrong. And that place is the place you grew up – the internet.

While women fail in the real world, social media provides them and their ego the perfect place, nay, *the only place*, where they can get value. This is in part because the scam artists mentioned above can hoodwink women by lying to them. This is also in part because social media allows other women to build each other up with, frankly, feel good platitudes and lies. But while these ill-actors are gushing over social media about how great and amazing every woman is, the underlying sexual dynamics between men and women guarantee another tremendous source of synthetic value. A nearly-limitless supply of male sexual interest that that can be digitally mined forever. Never mind he's a fat unfuckable simp that you would never touch, let alone marry. Never mind he's some soyboy, limp-wristed loser who gives you hearts, lips, 100!!, and smiley emojis. Never mind if he's "Tinder Swindler" scam artist about to make off with your life savings.

It's attention!!!

And no matter what feminists say or have convinced women to think, in women's heart of hearts and soul of souls, ***sexual attention from men is what they crave more than anything else***. It is the highest form of digital currency. This is why women are so obsessed with optics and self-image on the internet. This is why they constantly post pictures and seek image-based platforms. It's increasingly the only place they can get value and sexual validation from a man...even if that man is an AI bot scammer in India.

The problem is the two worlds never converge. Their glorified internet existence never materializes into the real world, with real relationships, real incomes, or real love. And the fact this dissonance persists, even grows over time, is maddening and contributes to the mental health issues women have today.

Women not only spend more time on the internet, but are posting selfies at a rate of 8.6 times that of men, constantly looking for validation. They not only check up on reactions to the pictures they post, but get depressed if there is not enough positive reaction to it. If they aren't getting enough attention they post the classic "cry for help post" many of you are familiar with where she says something along the lines of "*I'm just not feeling pretty today*" and every beta cuck simp floods her comment section with "*Oh no! You're beeeauuuutiful!*" She seeks confirmation and consensus with her female friends about everything she posts online. She even goes so far as to share her personal problems to inform everyone about them, and get that sweet, sweet dopamine hit as everyone comes in to rescue her. She posts inspiring quotes and declarations that 2026 is going to be her year! And perhaps the most embarrassing thing of all is she Photoshops and filters all of her pictures, just to get the synthetic fix that comes from some complete rando's heart emoji...when in reality that photo is factually not her.

The consequences of this cognitive dissonance are unavoidable and significant.

Social media addiction rates (if such a thing can be measured) are estimated to be 32% for women and only 6% of men. Women report 23% more anxiety disorders and 50% more depression disorders than men. As their social media consumption increases, women report having lower confidence (20%), self-esteem issues (19.5%) and even sleeping issues (50%), the rates of which are all higher than men. Suicide is unfortunately up among young women as it is across all demographics in the US. And then there is the increase in anti-depressant use among women which has been covered many times before, but won't be here because it's all so damn tiring.

To anyone with the slightest bit of common sense, it's obvious why women who spend more time online than they do in the real world suffer mentally. It's because they're replacing:

real love, real investment, and real relationships with real people in the real world,

with:

digital synthetic ones with people who don't really exist.

Women have been conditioned to prefer a heart emoji from some rando on the internet than a hug from a child they aborted to great fanfare 3 years ago. They prefer a DM from a guy they have no intention of going out with, than a spank on the ass from a husband they love, because they're too lazy to hit the gym to get that husband. And the energy it takes to keep up this facade, not to convince other people, *but themselves,* must absolutely burn a gouging, irreparable hole in their very being.

This mental illness cannot be solved, nor is it men's problem to solve. But it is a reality men are going to face in the dating market now and into the future.

THE HEDONIC TREADMILL OF ALWAYS VETTING

Another unfortunate psychological reality of dating in the near future is going to be dealing with the "Hedonic Treadmill of Always Vetting."

Understand for two decades now we have been conditioned to date online. There's nothing wrong with this, but the mechanics of online dating are repetitive, and often by design, addictive. And while men's experience with dating apps has been a bad one, so bad in fact men are getting off of them, women's experience with dating apps has not been all bad. The reason why, is just like a slot machine in a casino, women occasionally win. Sometimes they win big. Sometimes they win small. But there's been enough wins that just like a slot machine, it keeps women coming back for more. Not so much because women hope to find the love of their life. But the act of online dating has now become an addictive entertainment unto itself (especially when you consider the "unlimited choice" online dating temptingly offers women).

However, just like men, online dating has more or less been a failure for most women. And over time, women have become more shrewd and discerning in their online dating strategies. So while they won't give up online dating completely, they will be more shrewd and strategic about it. And this is where "The Hedonic Treadmill of Always Vetting" comes in.

Understand women were always vetting. That's what online dating is. But just as online dating has become an addictive, but enjoyable form of entertainment, the vetting part has too. This means online dating for women has become more akin to shopping. Just as a gambler really doesn't gamble to win (he gambles to gamble), women shop not to buy something, but to shop. They have no inten-

tion of buying anything...unless they see something they REALLY want. And this is increasingly the case of online dating. They are window shopping...unless they see something they REALLY want.

So let's say they find something they REALLY want. Past experiences have told women not to get excited. Not to set up a date too quickly. Not to even message or text the guy. So what they understandably do is vet. And while most men would sensibly understand this as doing a little bit of investigative research on the guy to make sure there are no time-wasting deal-breakers, when women say "vet" they mean "snoop." And often times the snooping and the vetting and the cyberstalking becomes more fun than having a date itself.

This has manifested into the creation of some unnerving, creepy apps and platforms online. The most famous of these was the Facebook group "Are We Dating the Same Guy?" Another was the "Tea App." And then there's more recently "White Bridge." These platforms ostensibly allow women to "vet" men so they do not waste their time. But what "Tea" and "Are We Dating the Same Guy" have proven already is women will use them to not only gossip and snoop, but also slander, defame, and even stalk men.

At best these apps will be a useful tool to save everyone time. At worst it's going to become a social credit score used by the STASI or the CCP. What's likely to happen is women will use these apps the same way they use dating apps – for entertainment. They will vet, shop, snoop, cyber-stalk, and gossip, but never go on a date. Women will be discussing you online like you're some kind of Pokemon trading card comparing your stats with other women. Whatever the case, the arrival of these platforms is another evolution in the dating arms race men are going to have to deal with. And it reinforces the importance of having a manicured, spotless, and defensively-designed online presence.

SOME GOOD NEWS

There is some hope, however, and this chapter definitely needs to end on some good news.

Sprouts of anecdotal evidence suggest a small percent of younger women don't want the feminist nightmare that made their mothers, aunts and grandmothers the miserable, unloved, lonely, hate-filled spinsters they are today. There's indications some young women may actually want men in their lives instead of basing their entire lives on the hatred of them. Do not misunderstand. The majority of younger women still skew left, they still don't want families, and most are still majoring in Greek Lesbian Finger Painting. But there is a small subsegment of women seeking a more traditional life.

Church attendance, for example, is up dramatically among Gen Z women, going from 28% in 2024 to 44% in 2025, Millennial women the same, going from 28% to 38%. Furthermore, this is likely an understatement as the latest data only goes to July of 2025, before the Charlie Kirk assassination (which has reportedly sent even more young people to religion).

Young adults are thankfully spending less time on the internet. A poll of young adults show the average daily time they spend on social media has dropped by 10%, citing an awareness of the risks social media poses to young people, as well as a conscious desire to avoid them. A small percent of teens are also giving up social media entirely. Though more of a stagnation than a dramatic decline, teen use of social media at *all*, is down about 3% since 2023.

There is also promising news of Gen Z abandoning dating apps and instead turning to the real world for dating. When polled, 79% of Gen Zer's surveyed don't use dating apps with any regularity at all, while 57% of them would like to ditch the dating apps entirely. This bears out in dating app usage where Gen Z (who should have the highest use of online dating apps) is only 26% of the user base, while still-hopeful Millennials are at 61%. Zoomers are consequently participating in "Hobby-Based Dating" through companies like Eventbrite where men and women men meet for events such as speed-dating, cooking classes, happy hours...and trivia nights. Eventbrite reports significant growth in these activities (100+% in some cases) though the data is from 2023 and for one year only.

This good news means the dating market may be splitting, requiring a "K-type" strategy where men date both online and in person. It also provides hope for younger men as it seems younger women are realizing how toxic online dating has become and are migrating to more traditional forms of dating. Perhaps even entertaining more traditional views of relationships as well.

CHAPTER 5 – RISE OF THE INTERNET INFLUENCER

The fourth major change in the dating market these past few years has been the rise of the internet influencer. And not just the rise of the internet influencer, but a wholesale replacement of the A-list celebrities who previously influenced everyone before.

This replacement came about by the nature of the internet and social media. Previous to the internet, media was consolidated to a few mediums. Film, radio, and paper. And to produce and distribute these forms of media took a lot of money, capital, and equipment. Movie studios are expensive, so are the movie theaters that show film. Radio and television stations are also expensive. Just look at what a radio tower costs to operate. And paper whether it's books, magazines or newspapers required printing presses and distribution networks that all cost a lot of money.

Consequently, this focused the ability to produce film, radio and books into a handful of companies who could afford such things. And because the production and distribution was consolidated into these handful of companies, that meant a very precious few people would be the ones to produce the media. You only need so many writers. You only need so many news anchors. You only need so many radio DJ's. And you only need so many actors.

But because there was so few of them - yet, these people's work or the people themselves would be broadcasted to literally everyone on the planet - they achieved a coveted and unique status.

They became celebrities.

That was until the internet came along. Because the internet did three things.

One, it converted all media into a digital format. Whether it was film, radio, or newspapers, it could all be converted into bits and bytes, 1's and 0's and be displayed on a computer. This meant…

Two, since it was digital, it could be distributed over the internet for free. You no longer had the expensive distribution infrastructure and networks like radio towers, cable, television stations, or newspaper trucks. You had podcasts, YouTube, blogs, Kindle, and a $35/month internet subscription.

Three, you throw in affordable, yet high quality web cams, microphones, and high speed internet, and now everyone could be the star of their own show. You could be an author, a talk radio host, or an actor, it would just be on Amazon, Podbean, or YouTube, not Penguin, WKRP, or Disney. And for the past 20 years

hundreds of millions of people have been doing just that. People have been creating their own media through their own channels.

For the vast majority of these people, this was just a hobby. Just something fun to do. Nobody really thought having their own blog or having their own podcast would make them any money, let alone earn them a living. But as viewership grew on the internet, so did the advertising dollars. And just like any other market, people did rise to the top, and thus the "internet influencer" was born.

You would think this homegrown media wouldn't stand a chance against the established, well-funded, mainstream media. Who could pose a threat to the giant greats like Disney, CNN, the New York Times, or ABC? But the legacy media made two mistakes.

They lied to the American public for decades with rank leftist, woke, propagandist horseshit.
And they made absolutely low quality, woke-shit slop that nobody wanted.

And so instead of watching "She-Hulk: Attorney at Law," "Velma," or reading the New York Times, people instead moved to YouTube, Joe Rogan, read blogs, or binged on Nerdrotic.

However, there were two other major advantages internet media had over mainstream media. It was authentic and it was accessible. And this is what really put the nail in the coffin of traditional media.

In terms of authenticity, your average internet influencer, podcaster, YouTuber, or blogger type wasn't some insufferable theater kid, who was purposely trained in acting school to act, getting gigs because his mom sucked off the Hollywood director in her 20's. This new generation of content creators were just being themselves, talking about what they wanted, and were happy to have any equally-interested people in their audience. In other words they weren't acting. They were authentic. Matter of fact, most internet influencers today wouldn't even view themselves as anything but normal people who just got lucky with a channel.

The second is a consequence of the first. Because internet media was homegrown and authentic that meant these podcasts and shows became more of a community than some sterile show produced 2,000 miles away. And when you add on all the tools social media provides to interact, exchange jokes, and converse with the host and other audience members, these internet celebrities became all that more accessible and approachable. Sure, Patrick Boyle probably doesn't respond to every comment or email he gets. But he responds to some. Brad Pitt simply doesn't have that option or the time.

And this is what has replaced A-list celebrities. Trust and familiarity.

By nearly every measure people (especially young people) affiliate, believe, and trust internet influencers more than they do A list celebrities. 70% of teenagers simply "trust" influencers more than they do celebrities. 84% of Gen Z consumers trust influencer recommendations over celebrity endorsements. 60% of consumers in general would buy a product based on an influencer's recommendation versus just 3% for a celebrity endorsement. And 69% of Gen Z'ers will trust a small, relatively unknown channel versus 22% for a well-known celebrity.

And these numbers have consequences.

Advertising dollars are moving from traditional marketing campaigns to influencers. Spending on influencer advertising has grown 33% a year from $21 billion in 2023 to $32.5 billion in 2025. Traditional forms of advertising are considered successful if they generate $2 for every $1 in advertising. Influencer advertising averages around $5.78 per $1 spent. And no doubt many of your favorite YouTube channels have been flooded with ads for Surf Shark, Ground News, and World of Tanks.

But if there was an example where the time of the A-List celebrity was over, and the time of the influencer had come, it was the 2024 presidential election. My good friend Kamala Harris went out of her way to get celebrity endorsements for her presidential campaign. She even got an old, washed up Harrison Ford to grovel for people to vote for her, while simultaneously destroying an American hero and icon in front of our very own eyes. But even with both Indiana Jones and Han Solo endorsing Kamala, Trump won in part because he courted influencers rather than embarrassing, washed-up, has-been, celebrities.

It is now the influencers who have control and "influence" over society. Not the celebrities. And that influence equally applies to the dating market.

HOW INTERNET INFLUENCERS HAVE PERMANENTLY CHANGED THE DATING MARKET

First, celebrities are famous. Influencers influence. Long gone are the days of Oprah telling Boomer women to divorce their husbands, the Kardashians telling young girls to be whores, and The View telling women what to think. Also long gone is the sterile, useless dating advice men got from the mainstream media like "be a nice guy," "be yourself," "be an ally," or "be a sensitive 90's guy." Both have been replaced with their own respective camps of dating influencers. Whether that's:

- The Red Pill community starring Rollo Tomassi, the late Kevin Samuels, Rich Cooper, and Donovan Sharpe, or

- The thousands of nameless TikTok whores fake-crying in their cars, asking where all the good men have gone, or
- Mainline female influencers like Courtney Ryan or Sabrina Zohar who dispense more sensible advice,

all of them influence the dating market more than any celebrity does or ever did.

Second, a small tranche of elite celebrities have been replaced by a much, much larger population of influencers. This is important because while there are around maybe 100 A-list celebrities, there are millions of moderate-to-highly successful influencers. There's a lot more to go around. And when you combine this fact with the fact these influencers are viewed to be more trustworthy, approachable, relatable, and authentic, this makes them not only more sought after...but attainable.

Attainable to who? Attainable to women, which leads to...

Third, the existence, attainability, and status of influencers has fundamentally changed what women want and how they date. Like celebrities, influencers themselves have become sought after in the dating market not only because of their status, but because they are approachable, personable, and authentic. When you factor in they number in the millions, they also become much more attainable than A-List celebrities ever were to women. Women are still going to want investment bankers, doctors and surgeons. Women are still going to lust after Troy Francis and Stirling Cooper. But given how much of young women's value is derived from the internet, and how much of their lives are lived online, dating an influencer is like dating the quarterback of the high school football team.

Fourth, if you thought women's expectations were delusional before, they're about to get a lot worse because while Brad Pitt is not attainable, internet influencers at least in theory are. Understand women's chances are still low. Understand, women who are 5's will go after influencers who are 9's. And none of these men will commit to them. But when you factor in the closer, albeit, parasocial relationship women will have with influencers, they are going to be crushing on influencers all the time, completely ignoring all other men around them. In other words, if you are a good looking guy and have your act together, your girl's obsession over Henry Cavill poses no threat because you both know it'll never happen. But her crush on *"Iver Iverson, world famous Nordic cooking influencer,"* who's DM'd her a couple times is. And while there's only one Henry Cavill, there's 10 million Iver Iversons.

To be VERY clear, you don't have to be a bonafide influencer with over a million subscribers and a dedicated YouTube channel. You just need to have enough

clout, enough of an online presence, enough digital popularity, and enough status to stand out from everyone else. This is the new "attainable celebrity" women will be chasing.

Fifth, this will increase women's online addiction. Henry Cavill isn't going to text some girl online, but internet influencers will. This gives women enough dopamine hits of attention that it becomes addictive, much like randomly winning at a slot machine. And we aren't talking regular hits of attention from some unknown rando. We're talking hits from attainable, sought-after influencers these girls are crushing on. So while a "like" or a "DM" from some unknown rando is like taking a drag off of a cigarette, if a significant enough influencer DM's a girl (which they do occasionally because they want to get laid) that hit of attention is like heroin. And not only will women continue to seek it out, influencers are so numerous, they will breadcrumb these women along, random hit after random hit, *for years*, giving women hope that someday they will marry a high-status influencer.

Sixth, this creates an environment where women are CONSTANTLY posting online, constantly taking pictures, and constantly chasing their own status and clout. In part to boost their own personal brand so they might monetize themselves, but mainly so they can snag an elusive "Mr. Big" on the internet, allowing them to claim even more status and clout. It's like a big digital high school where everyone is trying to impress everyone else based on who they can get, the only goal of which is to maximize their popularity, so maybe they can get someone even better.

Which leads us to, seventh, Instagram. If there's a digital high school where this all plays out, Instagram is it. But it's more akin to one of those parties at the Playboy Mansion back in the 80's, but it's digital, and ironically everyone's invited. It becomes an online "who's who" where internet popularity is the currency that gets you what you want. But to be popular at this party depends on whether you're a guy or a girl.

Girls, as always, just get in on looks. It doesn't matter if you are a surgeon, or some bumpkin from the trailer parks of Nebraska. If you're hot, you are let in and an NBA star will gladly fuck you. For men, you need to have high status. And while, yes, that does include traditional and commonsense things like having a good profile, good pics, and being in shape, to really gain status in today's Instagram online dating market, you need to have some element of internet celebrityship and presence. You need to have some clout. You need to be somebody digitally. The absolute least of which is an incredibly polished Instagram account.

THE TAKE AWAY

The short version is this.

Influencers have replaced celebrities and traditional media. And whether we want to admit it or not, it is the media and the public figures within that media (digital or not) that shapes what society wants. This has fundamentally changed the dating market in two ways. First, the dating market has become even more skewed as girls get sucked into this new "attainable influencer" Instagram nightclub. Normal guys do not stand a chance as women are addicted to the now seemingly-more feasible and attainable influencer and not George Clooney. Two, the dating market has consolidated digitally. People are abandoning the dating apps. Some people are even abandoning social media altogether. But the main night club everyone is going to is Instagram because, simply, *that's where the women are*. And they're there because, once again, that's where they can post visual media and get the most attention.

This presents men a choice.

If you wish to get attractive women online today you need Instagram. Both because that's where the women are and because it's industry standard. It is your digital resume and the first thing women are going to look at. It needs to be polished, optimized, and curated (the details of which we will be talking about later). But keep in mind, that's the least you have to do. Like bolstering your muscles at the gym, you will have to bolster your digital status online. Which will require work, time, and effort, ideally across different platforms. It's not good news, but that's the unfortunate reality of today's online dating world.

Your second choice is to understandably say "fuck this digital high school clown show." You don't have the time for this, or just plain don't want to be part of the circus. You got shit going on in your life, and would prefer to ask girls out in the real world, and bypass online dating altogether.

Both are correct strategies. Both are correct choices. The choice will be up to you.

CHAPTER 6 - WHAT DO WOMEN WANT?

"I'm tired, boss."
-John Coffey

It is important to point out women are the ones to initiate the arms race, and men and society are the ones to react to it. Which behooves the question what is motivating women to do so? Why don't they just stop? Why don't they just let men "catch them" and live a life of love, family, fun, and happiness? Why do they continue to perpetuate this metaphorical arms race and sex war? What are they chasing?

It's an important question to answer because if there's no end to it, men need to know. In part so they know whether or not they should continue this ridiculous war or lay down their guns and walk away. In part so they are at least aware it's either a finite battle with a definitive end, or if it's a life-long perpetual state that will never change. And also in part so they can mentally prepare and stoically accept the true nature of this battle and women. Are you ALWAYS going to do this? Is it ALWAYS going to be this way? And if so, then men have an important bit of information to weigh whether the cost of waging this battle is worth wasting their finite lives fighting it.

To answer this question, however, you need to ask, "*What do women want?*" And while that question has been a joke for millennia, where even ancient Greek philosophers laughed at how intangible and fickle women's desires were, you have to hand it to the Red Pill community, because they actually figured it out.

"What do women want?"
More.
"More of what?"
Everything.

"What do women want?"
What they can't have.

"What do women want?"
They don't know. They need to be told.

"What do women want?"
Who cares?

All are correct. But hands down the best answer is by Dr. Orion Taraban because it is 100% empirical, accurate, descriptive, and true.

Women want what other women want.

(His original video of which you can find here: https://www.youtube.com/watch?v=SfpqDaZnvYk)
Women, in their heart of hearts, soul of souls want what other women want.

Which is bad, because "what other women want" is often incredibly stupid and also a forever-changing, evolving target, which ultimately means, no. There is no end to this war.

Though a defeatist-sounding epiphany, it's an important one to make because it serves several benefits to men.

First, you now know this arms race will be "forever." And in knowing it will be forever, you can now accurately assess whether it's worth your time to engage in this race, let alone expend the mental energy caring about it.

Second, you can more effectively chase girls. Accurately diagnosing the problem allows men to solve, or at least treat the problem. You will never change the fact women want what other women want. But you can influence what they want, or even outright tell them. Often times with the word "no," but more productively, it's to have such a great life and be in such great shape she voluntarily wants to join yours. Keep in mind, she may not stick around. She may even be insulted when you say, "*No, you're not going clubbing with your girls*." But at least you won't waste your life like some boomer on his third marriage trying to make "happy wife, happy life" a reality by delivering on her every-single changing whim.

Third, speaking of thrice-married boomers who still believe in "happy wife, happy life," is the issue of mental health. There is no world more mentally tortured than constantly trying to make a woman happy. If you don't convince her to want a life that is congruent with love, stability, family, happiness, and sex, you are forever her errand boy doting on her every material wish that will never make her happy. She'll want a masters degree, an SUV, the new hat, the new purse, a trans kid, the latest gadget, the latest thing, everything all of her other besties have, ***and then more*** because once again, she's on the hedonic treadmill. She is chasing the materialist white dragon she will never catch. And you are a fool to waste your life helping her.

Fourth, men definitively now know that the only way a relationship is going to work is that you must absolutely lead, you must tell her what the relationship is going to be, you must become the most important thing in her life, and "wanting what other women want" is not only impossible, but absolutely not acceptable in any relationship. The only way this arms race ends is when a woman gives up her pursuit of "what other women want" and instead wants you, and wants what you want. Anything short of that, they are for recreational use only. A relationship simply will not work otherwise.

3 highlights

IN THE END, WOMEN WANT MCCLINTOCK

We could go on in detail about unlocking the underlying psychology, desires, and motivations of women. But a much simpler way to convey the true nature between men and women today would be to watch the movie "McClintock." It's a western version of "Taming of the Shrew," but in short it's the story of a rugged, blue pilled rancher, trying to get his estranged girlboss wife back. She is arrogant, belligerent, disrespectful and a modern day girlboss (though the movie was filmed in 1963). And it isn't until John Wayne, cowboys up, ignores what she says, grabs her and spanks her does she submit and become a loving wife.

There is obviously more to the movie than that, the details of which provide many great Red Pill lessons (Jerry Van Dyke's character for example is the perfect simp). But the point is women will continue to pursue what society tells them to, even if it makes them absolutely miserable. And it isn't until a man has enough guts to tell her to knock it off, damn near resorting to spanking her if that's what's required, does she fall in love and submit because that's the first time a real man stood up to her.

This doesn't mean you should be grabbing women at the nightclub, bending them over your knee and spanking them. But it does mean you should watch "McClintock." It perfectly explains the situation we find ourselves in today.

PART II - THE MEN

CHAPTER 7 – MEN'S REACTION

When you consider:

- the politically hostile environment men have faced since the feminist 60's
- the metoo movement
- the increasingly delusional expectations of women
- men watching their fathers get divorced
- being raised in divorced homes
- alimony and divorce settlements
- constant negativity from women online, mostly via TikTok
- constant shaming from media and society
- constantly being accused of sexism and misogyny
- abysmal success rates with online dating
- being rejected 80% of the time in person
- being stood up anywhere from 57% to 75%
- society begging men to man up
- tax rates of 38%
- inflation
- increasing obesity among young women
- pink hair
- tatted up faces
- pierced noses
- girlbossery
- and the rank unfeminine, combative, belligerent, and entitled attitudes among women

it should surprise absolutely no one men are retreating or completely giving up on dating.

39% of Gen Z men report having no interest in dating compared to 30% Gen Z women. 45% of men ages 18-25 never asked a woman out in person, with 59% of men of the same age group not asking out a women in the past year. 44% of Gen Z men did not date in their teen years which is double previous generations. And men are leaving dating apps as indicated by the drop in their user bases the past 3 years.

Naturally, this has led to less sex. 31% of 18-24 year old men are sexually inactive compared to 19% in 2000. 33% of Gen Z men are virgins compared to 20% of women (and this data is over 5 years old, so it's likely higher today). Related, cohabitation is also down for young men going from 42% in 2024 to 32% in 2024. And do we even have to cite the statistics on marriage?

Admittedly, a lot of this is women rejecting men, not men choosing to walk away. But you have to be either truly stupid or politically and dishonestly motivated to ask "*Where have all the good men gone?*"

It should also surprise no one, like women, men have been replacing women with substitutes.

Porn use hasn't gone up. Let's just be honest. It maxed out the second it became available in the 90's and hasn't dropped since. But porn is not going anywhere because of one simple reason. It's available, while sex is not. It's also infinitely cheaper to rub one out in 3 minutes than spend the 10 hours MINIMUM of dedicated work to get laid traditionally. Porn may be an inferior substitute good for actual sex, but it's a superior good because it's at least on the shelf.

Related, there has also been the rise in parasocial relationships where men subscribe to a girl's digital porn account and she (or more likely, her staff or husband) texts and messages these men. These artificial relationships will never lead to marriage or be consummated in the real world, but it's a synthetic replacement for women's attention, and a popular one if the growth of OnlyFans revenue is anything to go by. This phenomenon is also echoed in the fact that the most popular form of prostitution in Vegas is not sex, but rather the "girlfriend experience." Men would rather pay to have the company of a pretty woman who treats him nice and shows up on time, so they can enjoy an evening for 2 hours, than deal with the headache and hassle to get a reluctant 6 to go on a "real date" while she looks at her phone the entire time.

And then there's the replacement of women with AI and sex toys.

Just like 23% of women have used a "romantic AI chat bot," 31% of men have done the same. Platforms like Joi AI, Candy AI, and GirlfriendGPT have risen to capitalize on men's desire to have a relationship, even if it's a synthetic one. People might claim this is shameful or embarrassing. But how is it any different than online dating or chatting with a girl on social media, where 99% of the time you're never going to meet? We've all had it happen where we've spent hours, even days, chatting with a girl online, but despite our best efforts, they dodge any attempt or proposition to meet in the real world. How many hours did you waste chatting to a "person" who effectively did not exist? You might as well have been talking to an AI chatbot because the outcome is still the same, minus the hope and expectation.

And before anybody tries to shame men for having sexbots, please. MILLIONS of women spend TENS OF BILLIONS OF DOLLARS A YEAR on vibrators alone. Sex bots may not be as ubiquitous or socially acceptable as women's sex toys, but they are growing. The current sex doll industry only has $450 million per year in sales, though it is growing at a brisk 19% per year (though it will likely remain

a truly niche industry). A combination of porn and AI will likely continue to be the preferred replacement for women in the foreseeable future.

Finally, like women, men are retreating into themselves. Unfortunately, data does not exist showing what single men and women do with their respective free time (which would be interesting to see). But men are generally retreating into their careers, hobbies, philosophy, reading, trades, drugs, friends, exercise, game nights, nutrition, video games, anime, entrepreneurship, even religion. And though no studies exist to prove it, it's a popular conversation among men about the importance of getting their sleep. Naturally, they're not all Boy Scouts, building their own houses and making their own fusion reactors, but anything that has a positive ROI on their time is where their investment is going. And sadly, that's not women.

CHAPTER 8 – STRATEGY AND RECOMMENDATIONS

If we were to recap the dating market, it is that it has become significantly more complex the past 3 years.

The spectacular failure of dating apps is driving people away in droves to find alternatives that actually work. Women are increasingly choosing sugar sites for financial reasons, retreating more fully into social media, abandoning men altogether, while an increasing minority migrates to real life "hobby dating." Men's strategies are more or less the same, minus the sugaring sites, plus the parasocial relationships.

However, while the dating apps are dying, that doesn't mean online dating is dead or isn't the majority of the dating market. It's consolidating. And it's consolidating on the only thing it can - women's looks. Women are increasingly choosing social media platforms where they can get the most attention and validation, which are platforms where they can post pictures or videos of themselves. While Facebook and TikTok allow for this, Instagram is the most popular platform for women to do this. And like any other club, men go to where the girls are. And since most of the (attractive) girls are on Instagram, like Microsoft Windows, this makes Instagram the standard and destination-replacement for online dating.

While the industry is fracturing and consolidating at the same time, other external factors are having an effect on that dating market. Economic factors (like student loan debt, inflation, and worthless degrees) are practically compelling an increasing percent of women into sugaring relationships. They may not explicitly state they're looking to sugar, but financial compensation will increasingly become mandatory and implied in relationships going forward. Also the rise of influencers is changing what people are looking for in dating. Both in terms of what influencers say about dating to their respective audiences, but also male influencers themselves becoming the "attainable celebrity" an increasing number of women will crush on. This will further warp women's already delusional requirements of men, especially when you factor in that platforms like Instagram will allow women direct access to these new "internet celebrities" (which number in the millions), resulting in the Digital High School Playboy Mansion Party scenario described before.

This already-complicated dating market is complicated further when you factor in:

- the taxing experience that online dating is,
- people's over-consumption of digital media,
- the lack of love,

- the lack of sex, and
- the financial stress caused by the overall economy,

which have taken a tremendous psychological toll on people. Young people are understandably depressed and dour about the future of their love lives. Women's anti-depressant use is up, along with suicide rates. People are also mentally exhausted from all the effort they've put in with nothing to show for it. It has gotten so bad both men and women have taken the extreme measure of not dating at all...or the unthinkable...*they're actually returning to the real world to date.*

This is a bit of good news as it provides men and women an alternative to the zoo that is online dating. Other evidence confirms that not only are young people moving offline, but some are becoming more traditional in ways like going to church or taking salsa classes. Admittedly, they're the distinct minority, but at least this option now exists, whereas before it largely didn't.

So what can be taken away from this clusterfuck of a constantly evolving dating market? We can reduce all of the above down to a handful of things men can take action on.

- Women are going different places to find dates.
- An increasing percent of women are going to require money.
- A significant percent of women are abandoning the market altogether.
- Men are also leaving the market in significant numbers.
- The apps are dying while everyone is migrating to Instagram.
- If they're online, women will increasingly want influencers or men with significant internet status and clout.
- Also if they're online, an increasing percent of women's value is being derived digitally.
- People are so sick of online dating, "hobby/real life" dating is increasing in popularity and acceptance.

So what's a man to do?

THE BASICS

Irrelevant to the latest developments and evolutions in the dating market, the truth is the vast majority of men do not meet the basics when it comes to attracting women, period. Matter of fact, the majority of men shouldn't even be asking women out since most men are fat, unattractive, in debt, and uninteresting. And more than that, getting these basics down is the number one thing you can do to improve your chances of dating successfully. So while most women are equally unattractive and shooting the majority of men down anyway, you might as well use this downtime to improve your fundamentals and consequently improve your life. In other words, you can pointlessly create an Instagram account with pictures of your fat ass now, or intelligently post pictures on Instagram of your in-shape ass later.

The Gym

Though "the gym" is always recommended in nearly every dating book, it doesn't change the fact nearly all of Americans' dating problems would go away if everybody lost weight.

The reason why is once you're in shape people VOLUNTARILY WANT to sleep with you. They WANT to be with you. It doesn't become a negotiation or pulling teeth. Both parties want to be with each other. And so to bypass the nightmare of *"what kind of shirt should I wear," "what should I text her," "what should I say to her,"* or *"which platform should I use,"* FOR A FRACTION OF THAT TIME AND EFFORT you can get a decent body at the gym.

Admittedly, being in shape isn't going to solve all your problems. Girls are still going to be crazy. Girls are still going to have debt. Girls are always going to be looking for better. But in shape guys have nowhere near the problems or difficulties skinny-fat or obese guys do.

Get in shape.

Volume aka "Stop Being a Pussy"

The main reason men don't ask out women is because there's not that many in shape, attractive women.

The second reason men don't ask out women is because they don't think there's a significant enough statistical chance she will say yes.

And the third reason men don't ask out women is because they're afraid of rejection.

The first reason is valid. The second two are not.

The vast majority of women will shoot down most men. Even the best players at the peak of their game succeed only 30% of the time. And while it's perfectly fine to not ask the fat hippo single mom out at Wal-Mart, if you see a pretty girl at the gas station why aren't you asking her out?

Asking a girl out costs you nothing. It's like having unlimited ammo, but you never or sparingly take the shot. But somehow men are afraid to take the shot as they take personal offense or are personally hurt when they're rejected. This is ironic because ask yourself, ***"Who is shooting you down?"***

Is it some highly successful individual, who runs a business that employs 2,000 people in the community?

Is this girl some upstanding person like a heart surgeon who saves lives daily and is somehow morally superior to you?

Is she some wise, intelligent woman, who has a degree in chemical engineering that is on the verge of a breakthrough chemical that will eliminate carbon emissions?

No. It's likely some socialist 23 year old, debt-ridden ditz, who hasn't had an original thought in her life, likely lives off EBT, can't change her oil, cheated on her previous boyfriend, and works at McDonalds. This is the furthest thing from your "moral superior" ***so why do you care if she shoots you down***?

The larger point is your feelings are wrong. You shouldn't even have feelings. It's a numbers game. You literally have unlimited ammo. It costs you nothing to ask out a girl. And if you can overcome the irrational fear of being rejected (by somebody who is in all likelihood inferior to you) you exponentially increase your chances with women.

Hobbies/Accomplishments

The vast, vast majority of young women are not lovable. You cannot fall in love with the vast majority of women. And the reason why is because there's nothing to fall in love with. Sure you may want to fuck a girl. Sure she may be hot. But remove her physical looks and what person, what character, what soul, and what accomplishments is there to fall in love with? What conscious human being exists that you can actually dig into and like, let alone love?

Her name is Trisha. She, like, totally is about women's rights 'n stuff. And she has a degree in Early Childhood Education. She'd like to like, get her Masters in Communications, but she like doesn't have the money. She works part time on a taxpayer grant you paid for, to like, help with children learn about heteronormativity, but has to like, work as a barista to make ends meet. Mom and dad help out with rent, but she's like totally like, independent and feminist. And OMG, she like, totally has a fun side too! She like totally loves hanging out with her friends and likes to travel. And she volunteers at the dog rescue shelter. It's like, her way, to like give back to the community, you know?

This isn't a human. This is a robot, an NPC, a thing. She isn't even alive. So how can you fall in love with this? There's no human to fall in love with. For once, a woman really is just a sex object.

So how are you any different?

Do you have any core to your person? Do you have any character, soul, substance, accomplishments, or eccentricities?

The sad truth is the number of men who also have no life, no accomplishments, no character, or person within them is equally amazing and shameful. And these men are easily identifiable. They're the type of guys who have so little going on in their lives, they are desperately convinced that if "they just got a girl" then their lives would be great.

Aaron Clarey, also shares a story.

"I run a company called 'Asshole Consulting.' I give advice, primarily to men about a whole host of things, but women and dating account for a plurality. But a common client I get is the Indian or Pakistani grad student who has done everything right, gone to grad school, and is now gainfully employed in America, and is absolutely miserable because he cannot get the girls. In part because they come from a foreign culture, but also in part because they've been studying their entire youth, they haven't had the time until now to chase women.

The problem is they have no life. They have no hobbies. They have no unique personality. Like all their other accomplishments in life, they think women are merely a function of effort and work, and then you get the girls. They never ask, 'Why should a girl like you? What is unique about you so that the girl willingly wants to spend time with you?' They've been studying their entire lives, and not becoming human beings. And they're miserable because in their minds they've been conditioned to think they'll finally be happy 'once I get the girls' completely ignoring developing their own lives, interests, hobbies, adventures, and accomplishments. Lives, interests, hobbies, adventures, and accomplishments, that would actually help them get the girls."

American men are the same. Women cannot fall in love with a thing. They cannot fall in love with the average mass-produced, skinny-fat guy, dude-bro jerk off, who just plays video games, wears another man's jersey, has his business degree, a leased BMW he doesn't know how to fix, and has no ambition in life. There's nothing to fall in love with.

But if you were to spend your time actually living life, doing what you want to do, becoming accomplished in some regard, and excelling in some field or endeavor, now you have a personality, a human mind, and a human soul a woman can fall in love with.

What these hobbies and accomplishments are is up to you. It's the one expression you get to have in your life that separates you from everyone else and defines you. If you want to get into hang-gliding, go hang-gliding. If you want to become a sommelier, become a sommelier. But for the love of god, don't have

girls be your hobby and purpose in life. They in turn won't have anything to fall in love with.

Finances/Career

Working on your finances is incredibly efficient because it kills two birds with one stone. When you work an hour you not only make money, but you increase your long term chances with women because you're more financially stable. If you just chase women for an hour, that's all you do. You forfeit the added financial stability working that extra hour would have provided instead. But most men don't see this because financial benefits are often slow to develop, unseen, and long term. Plus, these men are horny.

But consider a scenario that nearly every man has faced in his youth. You are 19 and you have a choice. You can spend the next 5 years chasing girls wherever that might be - bars, nightclubs, parties, etc. Or you can spend the next 5 years working a second job and squirreling your money away. The male sex drive nearly condemns all of us to choose the first. But the correct choice, ***both in terms of our finances and our pursuit of women*** is to work the second job.

Let's say you chase girls for 5 years. Sure, maybe you get laid 4-5 times. Sure, you no doubt have some good times. But you're poor or at least living paycheck to paycheck. You're forever renting. You have credit card debt, and no retirement savings. And let's not talk about the mental stress financial problems cause nearly everyone.

Now let's say you work those 5 years. You may have given up on the partying. You may have given up on that leased Mercedes. But you're one of the few to pay off your student loans. And not only pay off your student loans, but have no debt. You may not have a lot of money, but at least you have some. And your finances are so good, that by the time you're 26 you have enough money to put a down payment on a modest, but nice condo. You're the only homeowner Gen Z'er in your social group, and everybody knows it, especially the girls.

Who do you think is going to have more long term success with women?

The point about having your career and finances together is primarily about the lesson of "*You can't help other people if you don't take care of yourself.*" And far too often young men chase women at the expense of their long term finances. Based on "*The Book of Numbers: Analyzing the ROI on the Pursuit of Women*" the average man will spend $265,000 in cash expenses over the course of his life chasing women. When you factor in the time of this pursuit as well, and assume you invested that money in the stock market instead, the average man will forego $9.6 million in lifetime wealth chasing women (you can find this book here: https://amzn.to/49bYWTJ).

So do yourself and your future self a tremendous favor. Put the time and effort into these basics so you not only dramatically increase your chances with women, but you also dramatically improve your life as well.

OPERATION GAZELLE

Women have made their distaste for men and online dating abundantly clear. Not only in actions where they refuse to date most men, but also in words where they can't shut up about how much they hate men and online dating. However, this hatred and frustration can be switched to your advantage. Because while women are quitting men and men are quitting women, and we all hate each other, that means the hen house is unprotected. No one is asking these women out online and certainly no one is asking them out in person. The last thing women are expecting is for anyone to ask them out in public, which leaves a flank exposed.

It is very much akin to "Operation Gazelle" during the 1973 Yom Kippur War between Egypt and Israel. Israel was on the defensive as both Egypt and Syria attacked simultaneously. But during the counterattack along the Suez Canal a (then) General Ariel Sharon faced a choice. He could secure the beachhead they recently established on the east side of the Canal or he could press his attack forward, inevitably threatening Cairo. A classic "do you defend your homeland or attack the enemy?" The gamble paid off because, among other reasons, Egypt was not prepared for the attack nor expecting it. And now with Cairo technically under threat, Egypt inevitably sued for peace. Men today can do the same with women because not only are women not expecting this "attack," no other men are asking these women out. They are completely exposed.

This places an emphasis on men running "day game" and reinforces the previously-made point that men should be asking out more women in person. Admittedly, it's such a rare event women are going to be shocked, their fear of which will result in most of your attempts getting shot down. But it will certainly stand out from the thousands of likes, DM's, chat requests, etc., that women have become immune to. And though there are no statistics to back it up, it is guaranteed you are going to have a higher success rate asking women out in person in 2026 than getting a girl you met on a dating app to meet you in person.

CHOOSE YOUR BATTLEFIELD WISELY

Just like seeds need the ideal combination of soil, moisture, and sun, so too do men need the ideal environment if they want to date. And choosing where you source your dates, especially considering where you are in life geographically, career wise, or even mentally, is important. Thankfully, women are diversifying out of online dating and trying new venues, and your strategy should reflect this.

In Person/Hobby Dating

It is true that there is no gayer place in the entire world than a trivia night at a Millennial brew pub with split log seats. And it is true no man, straight or gay, with the slightest bit of a life wants to attend these events. But just like most guys really don't WANT to be on Instagram, but have to be because that's where the girls are, so too is the case with "hobby dating."

While the return to real life, in-person dating is a welcomed development, young people are still too scared and inexperienced to just show up to a bar or a dance club and ask a girl to dance. This means in-person dating must be structured in a way to make everyone feel comfortable, and this "structure" usually plays to a safe, bland, lowest common denominator type of events. Sometimes it's trivia night. Other times it's bingo. Commendably, sometimes it's more purposed like speed dating or a "Pitch a Friend" event. But the main point is it's offline and the women there have self-selected to get off the internet.

This is a good thing because not only are these women in the real world, they are independent-minded enough and bold enough to participate in these events. They're confident and comfortable enough to set down the phone and take a risk. Their presence is also proof they are interested in dating, though no guarantee that will be you.

And though it is well known that the majority of women will only be interested in a minority of men in these type of events, it's better than swiping right 16,000 times over 3 years to go on 4 dates and never get laid. Besides, if you worked on the basics mentioned above, your chances dramatically increase in the real world. Plus, it doesn't hurt to get out of the office or the gym and touch grass, even if it doesn't result in getting a girl.

Whatever these events are, be they Eventbrite, Meetup, Pitch a friend, or an event at a local venue, it's not the worst thing to attend a couple and see if your success rate is higher than online.

Day Game/Cold Approach

While advocated before, it pays to re-emphasize the importance of just going up to a girl, asking if she's single, and getting her number. Because in addition to women not expecting it and the statistical advantage you get in approaching many women, pretty girls are everywhere. And it only takes 30 seconds to make your approach.

This is an important point to make because most men are under the impression you have to talk to the girl, "open her up," and charmingly jibber jabber for another 5 minutes to convince her to give you her phone number. Not only is this not true, but it's tremendously taxing and most men don't have a routine or repertoire rehearsed enough to be successful. Instead of inconveniently chatting her up in the grocery aisle (which is uncomfortable for both of you), it's much easier to do an "air strike." A quick in-and-out where you exchange numbers and leave the charming jibber jabber for texting.

To do an "air strike" you act as if you're on your way out and only have enough time to give her your number. It doesn't matter if you just walked into the grocery store and were planning to shop for the next hour. You abandon that chore for later. Instead, you grab a piece of paper, write your name and number down, and "on your way out," you say,

"Hey, you're cute, I gotta get to a meeting, but couldn't not ask you out. Here's my number. Text me sometime."

It doesn't matter if she's married.
It doesn't matter what she says.
You don't even have to exchange names (it's almost ideal if you don't, mysteriously whisking yourself away without providing it).

And instead of spending 5 painful minutes trying to chat her up in a busy parking lot...or 90 hours texting her online for 2 years...you spent all of 20 seconds giving her your number, while also conveniently putting the decision entirely in her hands.

And that's it. That's all. You dust off your hands and get on with your life, truly indifferent if she texts you or not. You've already done more than what 90% of American men are too cowardly to do and dramatically increased your chances of getting a date. Plus, you are not burdened with the obligation on whether to text her or not. You literally never have to worry about her again.

Passport Bro

If you are more serious, looking to get married or start a family, it's almost a guarantee going overseas is going to have to be part of your dating strategy. The reason why is the same reason you don't go fishing in a sewer. You won't find prize muskies in the sewer. And the US is an absolute sewer when it comes to finding marriageable women.

According to "*The Book of Numbers: Analyzing the ROI on the Pursuit of Women*," only 2.7% of marrying age women in the US are of marriageable quality. Everyone else is a rabid feminist, in debt, a single mom, STD infected, etc. Furthermore, most women of marrying age are not that interested in marrying, ranking "finding a husband" between 4th and 7th in their life priorities based on polling.

I bring this up not to slam on American women being low-quality marriage material (it is their choice after all), but it's to overcome most men's reluctance or

apprehension to going overseas to find a wife. The numbers are so bad, it's really not a choice. Whether you like it or not, or fancied yourself an international traveler or not, going overseas or dating a woman from a more traditional culture is almost guaranteed to be part of aspiring husbands' and fathers' dating strategies.

Naturally, there will be a cultural backlash when you mention foreign women are part of your dating strategy. Most notably from bitter, ugly domestic women who were never part of the solution anyway. But the main point is if your dream is to start a family, American ground is not fertile enough to support that dream. And no matter how much shame society tries to heap on you for being a "Passport Bro," you are going to have to play an "away game" simply because most of the women capable of being good wives and mothers are not here.

Be Willing to Play an Away Game

Though not flying overseas, it shocks me to see how reluctant people are to drive to meet somebody in person. It's almost as if people have a radius of only 20 miles. And if you mention introducing your friend who lives in Fort Worth to "*a great girl I know in Plano,*" they scoff at the idea, almost being insulted, *"WHY! THAT'S ACROSS TOWN!! THAT'S 55 MINUTES IN GOOD TRAFFIC!!! SHE MIGHT AS WELL LIVE ON THE OTHER SIDE OF THE WORLD!!!!"* Meanwhile they spend 10 hours a week on dating apps texting nobodies.

This mentality needs to end. You need to be willing to play an away game now and then. Sure, flying to Thailand is a preventative 18 hour flight. But you can't drive 45 minutes to meet a girl across town? You can't fly 3 hours to visit a girl you really jibe with online? Just like setting the range when you're shopping for a car from 50 miles to 500 exponentially yields more results, doing the same with dating dramatically increases your chances of success.

SITUATIONAL ALPHA

In the spirit of improving yourself through your hobbies and career, this gives rise to the case for becoming a "situational alpha." Though the stars do not always align with this one, the ideal scenario is one where:

- Your hobby is your job
- You excel at it
- And in excelling at your job, you become the alpha male in that particular situation and consequently attract the girls you work with.

Take Mike Sartain for example. He is the perfect example of a situational alpha. His job is essentially being a model broker. He has access to scores of beautiful women and either arranges events with them or brokers them out to events that need beautiful women. Be it a bikini competition, the opening of a new casino,

or a charity event, Mike is the guy you call if you want pretty girls at your event between L.A. and Vegas.

And that's his job! His job is to round up beautiful girls, attend fancy events, and you're darn right he gets laid in the process, AND GETS PAID FOR IT!

Now not everyone can pull off the triple threat like Mike where you get paid to do what you love and in the process become a situational alpha that women want to sleep with. But you stand a lot better chance of getting laid if you excel in *something in front of women,* whether that's your career, a part time job, or a hobby.

If you need some extra money, being a bouncer or a bartender is a great way to make some money and meet some girls. If you got your evenings off (and an advanced degree) teach some night time college courses and bang some students in the process (only after they graduate). Have you always wanted to pick up dancing? Become Nuclear Caudillo and become an accomplished salsa dancer. Heck, even boomers like Rollo Tomassi got laid playing in a band back in the day.

Not all scenarios are going to allow you to make money doing what you love and banging women in the process. Working in a corporate environment, HR is going to make sure you don't bang any of your coworkers. Nor do you want to hold your career back, going out of your way to pick a hobby or a career only if it has women involved. But if you can work as a personal trainer, banging lonely housewives, while getting paid to do it, you are killing three birds with one stone, and saving a ***tremendous*** amount of time.

JOHN WAYNE UP

Though there's no data to back it up and it's purely a hunch, there's a sense that women are starting to get "feminism fatigue." Whether it's the occasional 41 year old lawyer crying that she's miserable and was lied to about everything. The tonal shift where more and more women are asking "where have all the good men gone?" Or women abandoning the dating apps. Cracks are starting to show where women aren't as happy as they were supposed to be with $90,000 in student loans, a $35,000 a year job, no one to love them, and debating whether setting up an Only Fans account would be a good financial move. Even the term "girlboss" has gone from a once-proud title, to a pejorative most young women are quietly scrubbing from their social media.

Never will these women admit they were wrong. And they've invested too much of their youth to give up now. But they're so sick of the debt, the low wages, the anti-male/anti-family messages, not to mention the profound misery they all suffer from, some are just waiting for a guy to come in and give them permission to be feminine, be traditional, want to have a family, and tell feminism to fuck off.

This is not to say it's your responsibility to give them this permission, let alone "save them." But it is a green light to be forthright and clear with women about your expectations, especially if you're looking for something serious or to start a family. 10 years ago during the fervor of "Me Too," any man saying, *"Nope, I'm looking for a traditional woman to stay home, make food, and raise babies"* would have been REEEE'd out of existence and a woke mob would try to get him fired. Now, those harpies are awfully quiet, and behind closed doors many young women will admit they want the same thing too.

The question is do you want this responsibility? Do you want to "tame the shrew?" Do you want to John Wayne up and spank Maureen O'Hara? And do you want to be Dave Ramsey and get these women out of debt? The truth is the vast majority of these women were not raised by their fathers. They were raised by hokum, feminists, corporate marketing, and TikTok influencers. They may secretly want to abandon feminism and switch to traditionalism, but they have debt, no skills, likely some mental issues, and a complete unawareness of how to be the traditional, feminine women you would like to date.

Their thrice divorced dads aren't going to teach them.
Their thrice divorced feminist mothers aren't going to teach them.
The schools and colleges sure as hell didn't teach them.

That leaves you.

Do you got time for this? Do you want to do the job their fathers failed to do? Are you going to repair the damaged goods?

It is here the "John Wayne Up" advice is merely to let you know that insisting on a traditional relationship is fair game for dating in 2026. Letting women know clearly you are going to lead and they are going to follow is not the woke-mob death sentence it would have been 10 years ago. It's something you can put on your dating profile, talk about on the 2nd or 3rd date, and something you don't have to be ashamed of (besides, again, it's the only way relationships will work).

But the percent of young women who are going to put in the work to transition from a debt-ridden girlboss to a classically qualified traditional woman is going to be very few. And the percent of young women who were raised properly by their fathers and are of traditional quality are even fewer. But at least declaring that you insist on a traditional relationship where the man leads and the woman follows will separate the wheat from the chaff. And in being so bold you will definitely attract some women, as you will no doubt stand out from other men.

WHY ONLINE DATING IS MANDATORY

Women love to vet.

WHY WOMEN DESERVE EVEN LESS

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WHY ONLINE DATING IS MANDATORY

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15 mins left in chapter 84%

We touched on this topic before where the use of apps like Tea shows how snooping...err...vetting has become an addictive hobby and recreation for women. But the average guy truly doesn't understand how much women love to vet.

Take online dating. If you think about it, the total percent of time women spend "dating online" on an actual date is 1% (probably less). The remaining 99% she is literally just vetting thousands of men to find one she'd actually go out with. This is literally like spending 7 hours to choose an ice cream flavor that is going to take all of 4 minutes to eat. They could have sampled scores, even hundreds of other flavors in that time, but they love the vetting more than the dating.

There are, of course, good and rational reasons for women to vet. It saves time. There are safety concerns. And simply trying to establish interest in the guy are all very good reasons to vet. But if you're dating in 2026, whether that's online or in person, where do you think a woman is going to vet you once you meet?

That's right, online. And she WILL vet you.

Depending on the statistics you want to cite, 50% of people at least Google-search their date. Women do this more than men with 65% of women doing some kind of cyber-stalking. A shocking 18% of people even run background checks on their dates. And though no statistics exist on this topic, the consensus among women online is that it is a negative when a man has no social media, citing safety concerns (Though the opposite is true for men when it comes to women having no social media. Men LOVE IT when women have no social media).

Naturally, everybody is sick of online dating, social media, and the digital sex war. But men have to set aside their preferences and be practical about online dating and the advantages having an online presence provides.

First, women are going to vet you no matter what, online or offline, so this compels you to have at least SOME KIND of online presence. And in women's defense, how else are they supposed to safely get to know you? Where else can you showcase your skills, your talents, your hobbies, and your interests than online? Distasteful as social media is, you have to view yourself as a company trying to sell widgets. And every company needs a presence online just so people know what the company is about and what it is selling.

Second, a thorough, colorful, and honest social media presence saves you time, because it's like going on a first date that you don't have to go on, with scores of women all at the same time. In the olden days the first date was an awkward discussion trying to get to know the basics of the other person. With a full and robust online presence women already get this information and (if they like your

hobbies, interests, etc.) they are further motivated, even excited to meet you, which bodes well for your first "real in-person date."

Third, this plays to the influencer phenomenon where women build trust and rapport with a man through his digital footprint. The more you put out there, the more she's going to get to personally know you. And if you're an influencer, even if it's a small blog or Instagram channel about your obscure hobby of racing goldfish, that's way more for women to glom onto and ultimately trust than your standard sterile, basic dating profile. This doesn't mean you have to become a full-time influencer, but you can at least post pictures of your hobbies, passions, and interests on Instagram.

Fourth, social media provides you a platform to put your best foot forward, even embellish your dating resume a little bit. Just like a marketing poster, post polished, fashionable pictures of yourself. Post authentic ones of you hiking or looking ruggedly-imperfect so they know you're not an AI Indian bot account. Post ones with your cute nieces and nephews. And post ones that are comical, usually at your own expense to show you are human. Unlike your performance on a first date, you have the time to polish and curate your online presence. It's so easy you have no reason not to do it.

Fifth, social media allows men to snoop too. Women are more prone to share their lives online than men. You don't have to go on three long belabored dates to find out what's going on in her life or hear about her problems being a single mom. She's going to do that for you online! So just like having a good online presence will save you time on first dates, spending 10 minutes skimming her social media can save you 3 hours of a first date that was going to go nowhere.

Finally, while there is a small percent of women increasingly moving offline, the majority is still online. And since you're putting in the time and effort to have a proper online presence anyway, you might as well avail yourself of online dating. Even if it takes just a bit of effort.

As mentioned before the online dating environment is consolidating, becoming even more competitive. The good news is, it's becoming competitive on the only thing it can - media you post online. Posting media online may be tedious, but it isn't as laborious as hitting the gym, chatting a girl up in person, or going to the nightclub. It's just posting pictures and videos on Instagram. Maybe, if you get industrious, you do a weekly podcast on YouTube. But it isn't a life-changing event like joining the military. It's more like the chore of brushing your teeth. Additionally, for once you get to do something vain and something that you like. All you have to do is post pictures and videos of you being you, doing what you like, enjoying what you enjoy. It's not even as bothersome as brushing your teeth.

But if there is a chore to online dating it's the tailoring of your online presence to optimize your chances with women. There are many books and videos and courses on how to do this, but you want to showcase four basic things.

Fitness - It cannot be emphasized enough that you not be a fat ass, with schleppy attire, and pictures that scream "*I smell like an old couch.*" Being in shape is so important, there is no reason for you to even bother putting an online presence together because if you're not attractive no woman is going to want to date you, let alone sleep with you.

But once you become physically fit, then yes, absolutely. Just like auto-manufacturers will gladly post pictures of sexy cars, you do the same with your newly-acquired sexy body. Have some normal pics. Have a James Bond looking dapper pic. Have a rugged pic. And if you're in good enough shape, have a shirtless pic. Your physique is the number one thing women are interested in and you must display that you have it.

Success - Women rightly don't like poor men. They want a guy who is financially stable, isn't going to borrow money from her, and deep down inside they want to know you can financially support a family. However, displaying you have financial success is even more important today with the increasing percent of young women turning to some form of sugaring just to survive.

Thankfully, you don't have to have a million dollars in your bank account because most women are absolutely horrible at assessing a man's true wealth. Merely being fashionable, posing in luxurious locations, having some luxurious looking friends, will more or less convince them of that. Having a glorified LinkedIn profile, even if you don't use it, is also a must as you need to showcase your career and profession. You could even go so far as to create a convincing website, file an LLC at the Secretary of State, and claim you're an entrepreneur on the side, though such commitment to the act is not necessary. Whatever you do, prove to any woman snooping online that you are a gainfully employed man who has his financial act together.

Some people might say this is misleading. But let's be honest. The vast majority of dates lead nowhere. The vast majority of relationships end. Most young women are NOT looking to get married or settle down. For the most part there is a built-in ending to every relationship. You don't want to outright lie about what you do in the rare case the girl is a keeper. But in 97% of instances, she is purely recreational and is going to be gone in 3 months on her own accord. You can take some “liberties” with your LinkedIn profile.

Social Circles - The vast majority of women ages 18-34 prioritize partying and fun. They are in their "Hoe Phase" or "Girlboss Phase." Understand the reason they are in these phases is because they were told to be by society. If they took

the time to sit down and ask themselves, "*Am I really having fun at this loud Vegas night club?*" they might realize it's not the lifestyle they really want. But the vast majority of them do not have this self-reflection or intelligence and will continue to pursue what society has told them to. And so here is where you show them you and your friends are exactly what society told them to want. You guys are the "Fun crowd™." "The Cool Kids™". The final destination and purpose of these women's lives. AKA - you give them status. And in doing so, you validate all the choices they have made to spend their teens and 20's doing party girl things in their girlboss ways even if they're on anti-depressants and contemplating suicide by 30.

It's not that you will hire models to pose as fake friends on some yacht, but you need to show women that you do have friends, your friends are hot, you have access to a network of (seemingly) influential people, and play to that inner desire women have to be popular - the desire of which has never left since middle school. This is probably the most pernicious of the "online presence chores," as what women view as popular is usually absolute torture to men. Loud nightclubs, Coachella, overpriced dinners at over-hyped restaurants. But you only need to give the allure or semblance that you and your friends are the most popular kids on the block. Post some pictures at a party. Post some pictures at the club. If you find a celebrity, see if you can't pose with him too. Show you have the capacity for status. But once you've done that you can go back home, curl up with a book, and be in bed by 8PM. That chore is done.

Lifestyle - If there's any place to be perfectly honest, here is where you can show your true self. Sure, have a picture of you in a suit at a fancy dinner. Sure, maybe take a pic of you in that sports car you rented one time. But if you're good looking enough, women will give up the stereotypical nightclub, downtown, party girl lifestyle, and chase what you want. A good enough looking guy can get a girl to ride motorcycles, join a bowling league, pick up hiking, or play video games. You just need to show yourself having fun doing it.

This also differentiates yourself from the mass-produced party guys wearing sunglasses indoors. Everybody is posting pictures from the nightclub. Everybody is posting pictures next to a sports car. And these things aren't bad. But if you're posing next to a *classic car*, or smoking ribs instead of sitting at some fancy restaurant, or uploading a video of you shooting your new gun, or literally anything that isn't what some 27 year old dude bro thinks is cool, you are going to stand out. You are going to be different.

Besides, understand girls are conformists. They only want what other women want, and therefore do what other women do. And they're all doing the standard party girl bullshit which gets old after a while. You and your unique lifestyle gives them an alternative. You and your unique tastes give them variety. Sure,

you and her can go get dinner at some expensive downtown joint. But a bigger pull would be an afternoon of shooting guns, smoking ribs, and watching film noir movies back home.

The only instance where you would not tailor your online presence to the four categories mentioned above is if you wanted a serious relationship. Here, truth is your friend because it's so bold and controversial you will definitely stand out. You unabashedly declare you are looking for a traditional housewife to stay at home and raise the kids. You make it abundantly clear you expect your woman to be a good cook and that you will have sex in the kitchen. You insist the girl watch "McClintock" before DM-ing you and that you expect her to keep her figure as she ages. It will turn you into a lightning rod for sure. But that ain't a bad thing because the women who do reach out to you are obviously down with that. And as it just so happens, there's probably a lot of other women who are too ashamed to admit they want that deep down inside too.

Whatever your dating goals, by focusing on yourself and your hobbies you not only improve yourself, but can showcase these successes to women online if you take the time to upload the occasional picture. This will naturally distinguish you from the conformist online crowd and gain you clout, as long as your hobbies and interests are authentic, sincere, and truly you. And in standing out from the rest of the crowd, you increase your chances of success with women, whether that's just getting laid, or finding a quality woman to raise your kids. All you have to do is remember to have a little vanity, take the occasional picture, and upload it online.

CHOOSE TO TAKE A BREAK

When you consider what is required of the average man today to simply work and support himself, it's exhausting. You need to go to school from 5-22. You go into debt so you can get a degree that gives you permission to get an entry level job that barely pays a living wage. It's always at risk of being outsourced to India or eliminated by AI. Inflation is always eating away at your income. And half the population wants to jack up your taxes so they can feel good about themselves and be popular.

Then consider the moral support you get from society. Everything is your fault. Men need to man up. Women don't need you. It's perfectly alright to discriminate against men with DEI and ESG. Bachelors required, masters preferred. No you can't have hot women in video games or movies. You're a pervert for having the male gaze. You have privilege. You are part of the patriarchy. Blah blah blah.

From this already-exhausted position, you're now supposed to go on dating apps, get 4 dates for every 10,000 swipes, and assuming you don't get stood up, you have to keep a zippidy-doo-da smile on your face while your date drones

on about her Cat Rescue degree or something you couldn't honestly remember because she was so god-awfully boring you were looking at where the forks were manufactured. And then you only have to go out with that girl 4 more times to be able to cop a feel below the sweater, but not under the bra.

It's not just exhausting. It's absurd.

It is perfectly normal at times to realize when a situation is untenable. It's also important to realize when a situation is simply insane. You don't have the time for it, you don't have the energy for it, you plain don't want to do it, and it would be absurd for you to try. Furthermore, it's important young men accurately assess how much all of the above affects your ability to date. Just living life today in the West takes a tremendous mental toll on men. And when you factor in your finances, society's bias against men, feminism, and the insanity of the dating market, every man will face times where he is mentally not in the position to date. He is "pre-exhausted" with the bullshit life has thrown his way and needs to take a break.

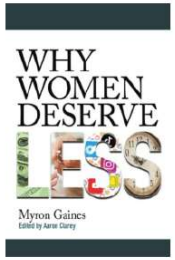
This doesn't mean you abandon dating forever or quit women entirely. But sometimes society, your life, the culture, even the economy makes dating or chasing the opposite sex a temporary impossibility. Realize that, acknowledge that, and permit yourself a reprieve from dating. Take the much-needed and necessary time to focus on yourself, get your finances together, get your health together, even get your sleep so that you can approach dating with the energy and reasonably positive attitude necessary to even be marginally successful at it.

Finally, for your own sanity, realize these times are not normal. The way society has treated men the past 60 years, and especially today is not normal, healthy, or sane. This is not an excuse for you to be a loser and not try. But it is to give you the ability to identify what is and is not your fault, so that you can maintain your sanity. We are at a point where women are turning to sugaring sites, demanding men find fat women attractive, are all on anti-depressants, yet, insist they know everything about life and dating. Women simply aren't honoring their word whether that's flaking on a date or divorcing their families. And society never checks them because a la Bill Burr, "*nobody corrects them because they want to fuck them.*" It's gotten so bad that a book like "Why Women Deserve Less" had to be written in the first place. Never forget you are the one who is sane for simply wanting an obedient, pretty woman, and maybe some kids. It's society that's lost its mind to shame you for that.

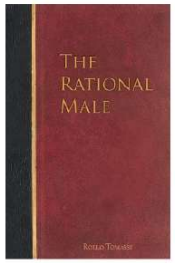
The End

ADDITIONAL RESOURCES:

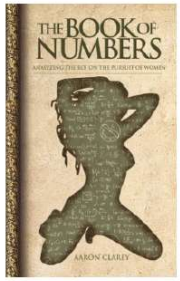
Why Women Deserve Less

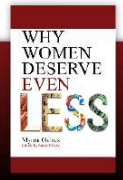


The Rational Male Series



The Book of Numbers: Analyzing the ROI on the Pursuit of Women





Why Women Deserve Even Less

Myron Gaines

Review this book on Amazon.

★ ★ ★ ★ ★

WHY WOMEN DESERVE EVEN LESS

ADDITIONAL RESOURCES:

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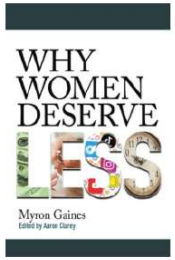

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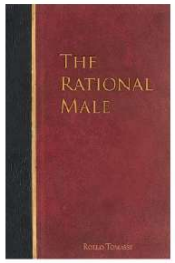

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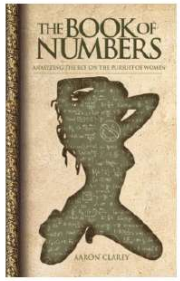

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